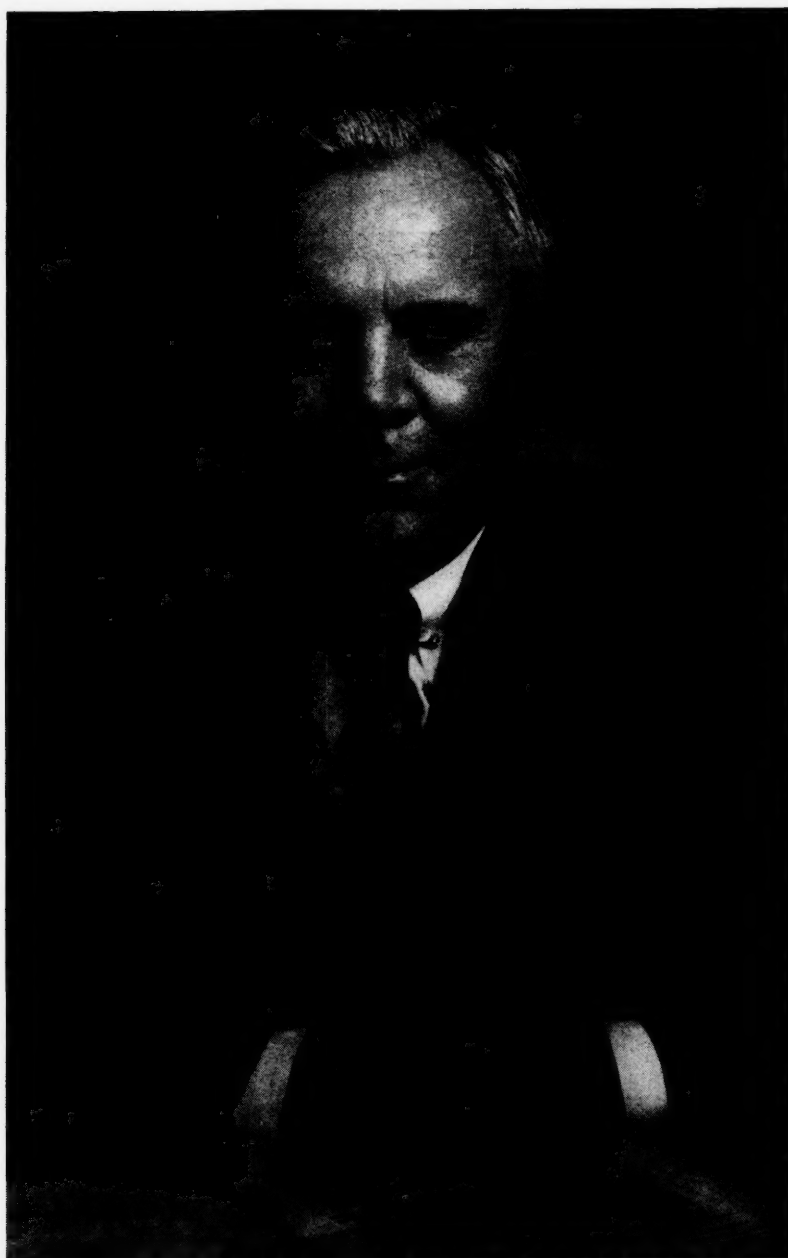


# The NATIONAL UNDERWRITER

*Life Insurance Edition*

"Life insurance is made to order  
for impatient young men."



*A message of encouragement to all  
who are planning their futures*

by **EDWARD R. VALENTINE**

*Chairman of the Board,  
J. W. Robinson's famous  
West Coast department stores*

"I HAVE a suggestion to make to the young man interested in financial security. Let him take a pencil and add up the total amount of money he can reasonably expect to earn from now until he is sixty-five.

"He will be surprised at how large a sum it is. Even with all predictable living expenses taken out, it can be a sizable estate.

"When a young man thinks of this great potential earning value as a property to be protected against loss, just as he insures his house and car, he is on the way toward financial security for himself and his dependents.

"Happily, he need not trust to a long life and good fortune to make his estate an actuality. For here is where life insurance serves the impatient young man. By the stroke of a pen, and with the help of an experienced life insurance agent, he immediately creates an estate that might otherwise be years in the making."

#### **A NORTHWESTERN MUTUAL AGENT CAN HELP SOLVE YOUR PROBLEM**

**B**Y character, ability, and training, Northwestern Mutual agents are well qualified. Many have earned the designation of Chartered Life Underwriter.

Why do they choose to represent this company? It is one of the world's largest, has over 97 years' experience, and accepts applications only through its own agents.

Because of its unique advantages, including low net cost, nearly half the new policies issued go to present policyholders.

For a sound review of your security plans, call a Northwestern Mutual agent.

**A NORTHWESTERN MUTUAL POLICYHOLDER.** Mr. Valentine's life insurance holdings are an important part of his security program.

**The NORTHWESTERN MUTUAL Life Insurance Company**

MILWAUKEE, WISCONSIN

APPEARING IN: TIME, MAY 24 AND JUNE 21; IN NEWSWEEK, JULY 5 AND AUGUST 2; IN SUCCESSFUL FARMING, AUGUST

**FRIDAY, MAY 14, 1954**

*"Hey, gang!  
Jimmy's stayin'!"*



Yes, Jimmy is staying with the gang. When the Little Tigers trot out on the baseball diamond or football field, he'll be right there with them. In some families when Dad's gone, it means fighting your way into a new gang in some other neighborhood. Although Jimmy's too young to know it yet, he's got a thoughtful father and a wise insurance man to thank that this isn't going to happen to him. For by paying off the mortgage balance on his home and by providing his mother with a regular, guaranteed income, life insurance is saving him from a series of difficult and upsetting adjustments. Some day, when Jimmy looks back, he'll realize how much he owes to life insurance.

Security for the children and peace of mind for the mother—both become possible through the foresight and perseverance of a life insurance salesman. How many other professions return so much in satisfaction, do so much for others in periods of such great need?

## ÆTNA LIFE INSURANCE COMPANY

HARTFORD 15



CONNECTICUT

# The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

58th Year, No. 20

May 14, 1954

## Professor Assails Private Retirement, Welfare Programs

Labor Conference Touches on Aspects of Medical Plans, Multi-Employer Pensions

NEW YORK—Private retirement and welfare plans which have sprung up throughout industry to supplement social security are hurting the economy of the nation, Herman A. Gray, New York City attorney and adjunct professor of public administration at New York university, said at the final session of the university's annual conference on labor.

Mr. Gray expressed concern about these plans because of uncertainty whether they can withstand sharp business fluctuations, the additional costs of building and administering a large number of funds separately covering relatively small groups, the impact on financial markets of large reserves under private management, the adverse effect on employment opportunities for the middle-aged and older workers and the socially divisive effect of covering only a fraction of the total population.

Taking a stand against the U. S. Chamber of Commerce proposal for social security, Mr. Gray pointed out that the essence of the plan is that the present needy aged, who do not qualify for a federal old age annuity and are therefore receiving public assistance, be taken off the assistance rolls and be paid from money contributed equally by employers and employees for annuities.

This would relieve the community as a whole from responsibility for old people in need and place the burden on payrolls and wage earners. It would diminish the purchasing power of the nation—a harmful thing in this period of economic readjustment, said Mr. Gray. It would also be unjust to younger contributors to the annuity system since they would receive less benefits than their contributions would make possible.

A public plan cannot be financed by investments as is the reserve of a private insurance company, he pointed out. The money must come from the taxpayers and even on a pay-as-you-go basis cannot, in future years, act to relieve the tax burden. At the same time, excess contributions currently exacted to build a reserve are a drain on the consuming power.

Other speakers were Dr. Odin W. Anderson, research director of Health Information Foundation, Mrs. Margaret Cole, member of the London county medical council and honorary secretary of the Fabian Society, Irma Rittenhouse, principal economist of the division of employment of the New York department of labor, Superintendent Bohlinger of New York insurance department, Herman E. Coop-

(CONTINUED ON PAGE 21)

## Record 1,492 Top Agents Qualify to Sit at '54 MDRT

A record total of 1,492 agents have qualified for membership in the 1954 Million Dollar Round Table according to the fifth and final list released by J. Nolan Bearden, New England Mutual, Beverly Hills, chairman. The previous high was set last year when there were 1,240 qualifiers.

The final list includes five members who have qualified for 18 or more consecutive years. They are Maurice Linder, Travelers, New York, who has qualified for 25 consecutive years; John E. Clayton, Massachusetts Mutual, Newark, 24 years; Malcom Vail, Northwestern Mutual, Chicago, 20 years; Ron Stever, Equitable Society, Los Angeles, 19 years, and Max M. Matson, Mutual Benefit Life, Cleveland, 18 years. Messrs. Clayton and Stever are past MDRT chairmen.

The final list follows:

### QUALIFYING FIRST TIME

Irving R. Aaronson, Metropolitan, New York; E. Morris Albemarle, Northwestern Mutual, Norfolk; Mitchell E. Aboud, Jr., Mutual Life, Anchorage, Alaska; Lionel A. Alleson, Manufacturers Life, Durban, South Africa; Lincoln W. Baker, Mutual Life, Allentown, Pa.; Irving S. Bass, Home Life, Bridgeport, Conn.; Morton E. Bearman, Independent, St. Louis; Luc Beauregard, Laurentian Life, Montreal, Que.; Harrison Brand, III, Mutual Benefit Life, Washington, D. C.; Robert F. Broderick, Mutual Life of New York, Boston; Stanley F. Burk, American United Services, Houston; Gordon H. Campbell, Aetna Life, Little Rock; Louis Capelovitch, London Life, Montreal, Que.; Robert B. Carr, National Life of Vermont, Atlanta; J. Dwight Chaney, International Fidelity, Dallas.

George S. Clarke, Penn Mutual, New Orleans; Robert E. Curtis, Jr., Connecticut General, Boston; W. L. Doherty, Aetna Life, Houston; Earl E. Donaldson, Sun Life of Canada, Wilmington, Del.; R. William Dozier, Jr., Massachusetts Mutual Life, Oklahoma City; Philip H. Dubinsky, Great West Life, Ottawa, Ont.; Herbert Edelstein, Manhattan Life, Philadelphia; Cleo F. Edwards, Central Life, Cedar Rapids, Ia.; Albert J. Farrington, New York Life, Gloversville, N. Y.; Thomas A. Ferns, Equitable Society, Akron, O.; Frank Field, Equitable Society, Philadelphia; Dorion Fleming, Penn Mutual, New Orleans; Carlton E. Foster, Jr., Mutual Savings Life, Warrington, Fla.; Charles J. Geraci, Prudential, Newark; Calvert Hall, Prudential, Newark.

Ralph N. Harkness, Northwestern Mutual, Los Angeles; R. F. Harris, Jr., Pilot Life, Charlotte, N. C.; Joseph R. Hathaway, New York Life, Glendale, Mont.; Samuel Hirschmann, Sun Life, Johannesburg, So. Africa; Dan S. Holfca, Independent, Detroit; Joel M. Huberman, Equitable Society, Boston; Seymour C. Issenman, London Life, Montreal, Que.; Henry H. Kingston, Penn Mutual, Rochester; Archie M. Koon, Equitable Society, Bloomington, Ind.; John J. Langan, New England Mutual Life, New York; Mun Kwal Lau, Occidental Life, Honolulu, T. H.; William S. Lawrence, Northwestern Mutual, Norfolk; John H. Leaver, Mutual Benefit Life, St. Louis; Edward J. LeClair, Continental Assurance; St. Paul; James E. Little, Jackson Life, Memphis.

James B. Longley, United L. & A., Lewiston, Me.; P. Tom Lortie, Manufacturers Life, Rimouski, Que.; Alexander B. McKee, Connecticut General, Philadelphia; Percy L. McKenzie, Pan American Life, Alexandria, La.; Horace H. Mickley, Northwestern Mutual, Los Angeles; Arthur P. Morris, Bankers National Life, Newark; David F. Morrison, John Hancock, Dallas; Richard J. Moser, Northwestern Mutual, New Albany, Ind.; Sylvester W. Munn, American United Services, Houston; Russell T. Mutschler, Prudential, Merchantville, N.J.; William J. Newblock, General American Life, Oklahoma City; Miles F. Palmer, Sun Life of Canada, Edmonton, Alb.; J. Carroll Parker, New York Life, Honolulu, T. H.; Richard B. Parks, Massachusetts Mutual Life, Rochester, N. Y.; Charles L. Patrone, Bankers National Life, Hyde Park, Mass.

Ervin M. Peterson, Business Men's Assurance, Salt Lake City; William Raffkind, John Hancock, Miami; Joseph Rodbard, New York Life, Chicago; Fred R. Sale, General American Life, St. Louis; John Norman Savage, Provident Mutual Life, Dallas; Ernie F. Schnepel, Prudential, Houston; Allan M. Silverman, Bankers National Life, Philadelphia; Edward L. Sittler, Jr., Mutual of New York, Uniontown, Pa.; Walter W. Smith, Aetna Life, St. Louis; J. Roland Sterner, Northwestern Mutual, Newark; Nor-

man N. Taylor, New York Life, Denver; Sidney O. Thompson, New England Mutual, New York; Albert B. Trowbridge, Canada Life Assurance, Sarnia, Ont.; Joseph Vason, III, Metropolitan Life, Ft. Lauderdale; Robert J. Vesel, Northwestern National Life, Minneapolis; David Waldman, Travelers, Baltimore; Melville W. Webber, Mutual of Canada, Vancouver, B. C.; Berne Weiser, New England Mutual, Chicago; Willard A. Weiss, Northwestern Mutual, Cleveland; Brooks C. White, Massachusetts Mutual Life, Providence; Jack E. White, New York Life, Dothan, Ala.; J. Robert Wilhelm, Connecticut Mutual Life, Philadelphia; Emory J. Wilson, Northwestern Mutual, Martinsville, Va.; Harris L. Wofford, New England Mutual, New York; Irving Wool, New York Life, Boston; Stanley Zeskind, American Bankers, Baltimore; Maurice Goldstein, New England Mutual Life, Charleston.

### LIFE & QUALIFYING FIRST TIME

Barnes C. Anderson, Jr., Northwestern Mutual, Philadelphia; Bruce O. Beatty, Excelsior Life, Toronto, Ont.; Raymond H. Collins, Continental Assurance, Milwaukee; Eldon L. Davis, International Fidelity, Dallas; Marve D. Dundas, Northwestern Mutual, New York; J. Milton Edelstein, Independent, Chicago; E. H. Lattimer, Northwestern Mutual, Wausau, Wis.; Donald P. Lau, Massachusetts Mutual Life, Detroit; Richard A. Mills, New England Mutual, San Diego; Ambrose J. O'Callaghan, Equitable Society, Chicago.

Guy W. Roberts, New York Life, Delano,

(CONTINUED ON PAGE 18)

## Philadelphia Gets in Race for New Home of NALU

Claiming that NALU has run into an impasse in making a choice among the three cities under consideration for location of its permanent headquarters building, Philadelphia Assn. of Life Underwriters this week put in its own bid to become the headquarters city.

The bid is in the form of a letter sent to the presidents of all state and local associations urging them to consider the advantages of Philadelphia. The letter is signed by William G. Pierce, chairman of the association's location committee.

The letter states: "A choice of Chicago, New York or Washington has twice been recommended by the NALU location committee. The board of trustees voted for Washington in April, 1953, for Chicago in March 1954. Neither vote pleased the national council and since the trustees evidently do not favor New York, it seems obvious that any vote restricted to these same three cities can result in nothing more advantageous than the least undesirable of three unwanted locations.

"Principal objections have crystallized somewhat as follows:

"1. Chicago would entail travel expense by headquarters personnel estimated at \$20,000 to \$30,000 per year—an alarming porportion of the recent dues increase. Also, there is doubt the LUTC would locate at Chicago, the loss of its contemplated 10-year lease would be a serious one.

"2. New York is a high cost area and its proximity to large company interests is not conducive to a highly important grass roots appeal.

"3. Washington invites lobbying connotations that can't be reconciled with the professional concepts for which

(CONTINUED ON PAGE 22)

## Mutual Fund Will Insure Its Buyers on Mandatory Basis

Prudential Covers Investors, Buyers Must Be 55 or Under, Actively Working Full-Time

NEW YORK—Said to be the first mutual fund plan to be combined with mandatory group life insurance coverage, the Axe insured investment plan was announced this week by Axe Securities Corp. of New York City, prominent operators in the mutual fund field.

Prudential insures immediate completion of the 10-year payment program should the buyer die before doing so. Maximum per investor is \$10,000, except where the state laws fix lower limits. The investor's money goes into the Axe-Houghton stock fund, which stresses stocks having strong growth potentials. The program is qualified in New York state and Axe Securities plans to offer it in all other states as rapidly as it can be qualified.

Group insurance for mutual fund plans got into the spotlight about a year ago when the New York attorney-general ruled that First Investors Corp., a sales agency for various funds, could continue its long-standing group insured plan if it made the completion of the program an obligation so that a bona fide debtor-creditor relationship would exist.

An added impetus came from the recent approval of the insured plan in Massachusetts, where quite a few mutual funds are located. Massachusetts Investors Trust is understood to have in the works a plan insured by John Hancock. It is reported that a number of other mutual funds are going in for insurance coverage. There have been no indications, however, that the group insurance would be anything other than the optional type—optional for both the investor and the insurer.

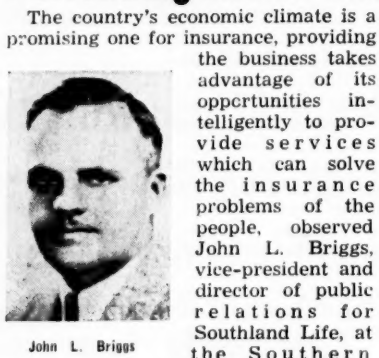
The assumption underlying the automatic coverage plan of Axe-Houghton and Prudential is that by making the coverage mandatory and limiting sales of shares to persons age 55 or younger who are actively engaged full-time in business or a profession the danger of any great amount of adverse selection will be avoided, while the elimination of underwriting expense will permit a lower premium rate than would otherwise be possible. In effect, the fund does the underwriting by the eligibility requirements it sets.

Morris Townsend, vice-president of the Axe organization and a former agent of Aetna Life, said his firm is not stressing the life insurance angle in its selling. He believes the fact that coverage is automatic and that the mutual fund salesman doesn't have to do anything about the insurance will avoid the trouble that insured mutual fund plans have run into in some jurisdictions where insurance commission-

(CONTINUED ON PAGE 21)



## Southern Ad Men Hear Briggs Size Up Factors Portending Banner Years for Insurance



John L. Briggs

Round Table meeting of Life Advertisers Assn. in Nashville.

Opining that insurance only now is beginning to take advantage of its opportunities, Mr. Briggs said he believes the greatest progress which has been made is in the field of dealings with people. Although classified as "financial institutions", the basic job of insurers is providing people with a feeling of security, he said. "If we fail to do this basic job in such a way that we do not secure and maintain the good will of our customers, we won't have very much success as 'financial institutions' because we won't have any money to invest."

It is a responsibility for all to know what has been done in the past and understand what can be done in the future "to intelligently do business with the new generations as they become our customers and develop into the leadership of our country," Mr. Briggs averred. For all segments of the business, he said this means doing a better job of determining the needs of the public, and doing a better job of serving these publics.

Mr. Briggs said it will take initiative and determination to foster the ideas insurance believes in. He mentioned as one of the most important of these the idea that life insurance can best be distributed through the agency system which "permits individual determination and needs and the solution of these needs."

The next 25 years, according to Mr. Briggs, will be all-important for the success of American business and particularly for insurance. "To do a good selling job, we must provide material that makes a sales job easier and more effective for our field representatives. This means that we must develop and supply modern tools to sell with, better sales plans and better sales aids, and, of even greater importance, supply atmosphere of cooperation of friendliness which will make our sales organizations feel they are in the best business and with the best company in that business."

The future of insurance, a business particularly dependent on people, hinges on the ability to anticipate changes that affect them and supply the needs brought about by these changes, Mr. Briggs said.

He mentioned several whose impact is particularly felt by insurance. He said 1953 births exceeded four million and it is estimated the U. S. population by 1960 will be 180 million. There are more new families and it is estimated more than half of the 37 million married couples today were married within the last 13 years and they are

raising larger families. People are living longer, and older people are more active and have more money to spend. Despite pessimistic statements about unemployment, last September there were more than 62 million persons employed compared with 45 million in 1939. Earnings are significantly larger and increased mechanization with better methods has resulted in a 52% increase in farm output per man hours, resulting in a higher farm living standard. There are many more students today, the increase at the college level alone since 1940 amounting to 55%.

Families are saving more and borrowing more and have a better standard of living than ever before, have more money to spend and are becoming better informed through general use of television and radio, as well as newspapers and magazines, he said. Also significant is an increase in religious congregations of twice the rate of gain in population since 1940, "a sound basis upon which to build our material progress."

"As a result of these changes, there are many new needs which, to our industry, mean a great field for life insurance," Mr. Briggs said. "Since we now have almost 70% more children under five years of age today than we did in 1940, can any of us think for a minute that there is a possibility of reaching a saturation point in the life insurance business? While all of the five-year periods may not show such a large number of 'prospects', the number is great enough that we need not wait for this particular group of children to become individual buyers of life insurance protection. The increased number of newly married couples and the increase of the size of families definitely assure us of business 'green pastures'."

The fact that people are living longer and have learned to appreciate the pleasures of travel presents another "green pasture" for agents, Mr. Briggs said. "Since our families are earning more money and have learned the sense of security found in the habit of savings, we should certainly be able to get our share of these savings. As our population increases and we have a greater enrollment in our schools, we are presented with increased opportunities to provide 'scholarships' which can be guaranteed through life insurance plans. As our people become better informed, they naturally realize the importance of life insurance because they see what life insurance has meant to others. The religious upsurge cannot but help impress people with the importance of providing protection for their loved ones and renew the realization that the family circle is all important."

### Six Get Field Assignments

General American Life has given field assignments to six home office trainees who have completed seven months of study. They will serve with the group sales force for the remainder of the first four years of the training program.

Ronald Tobey goes to Pittsburgh, Clark Harvey to Memphis, Bruce Campbell to Chicago, James McKown to Cleveland, Richard Alexander to Abilene, Tex., and Philip Berg to St. Louis.

## Talks by Wilson, Woodson Put Cap on H&A Convention

Following the momentous decisions made on the second day of the business sessions of H&A Underwriters Conference at the New Orleans meeting last week, the group heard talks by Justin Wilson, safety consultant of Shreveport, and B. N. Woodson, president of American General Life.

Very nearly a full house showed up to hear some entertaining stories by Mr. Wilson, who spent only a few minutes of his time putting across his pointed safety message in which he asked the insurance people to get a conception of safety and pass on a perception of the subject to others.

Mr. Woodson, who is a newcomer to A&H, gave his views from that aspect, and said there should be more concentration on paying the large loss and not the small bills which insured can and should handle himself.

Hospital-medical coverage especially does not measure up to this idea, he remarked, adding the public has been led to expect payment for the first aspirin tablet. On the theory some people have worked up on these coverages, Mr. Woodson said somebody could just as well go into the insurance business for payment of grocery bills. It is a simple matter of exchanging dollars with the insurance company taking out a sum for expenses.

Insurance should mitigate a loss and not reward the loser by paying in full, he declared. There should be an increase in the sale of disability income coverages so as to give the business a breadth as well as height in respects of premium volume. Hospital-medical is really a supplementary coverage to disability income, he added.

Mr. Woodson was optimistic over the prospects of A&H, saying he thinks the next 20 years offer much room for growth as has been accomplished in the last 20.

It was announced at the last session that the 1955 meeting will be May 16-19 at the Prince Edward hotel, Toronto.

### Great Southern Plans Branch Office Buildings

Great Southern Life has opened the first of several branch office buildings planned for major agency centers. The



building shown here will be situated on Classen drive at 12th street in Oklahoma City, housing the agency there managed by Stewart E. Meyers, the Oklahoma state agency headed by T. R. Wilson and also the Oklahoma investment department, managed by E. W. Young.

The building is entirely air-conditioned.

### Guterman on Eastern's Board

Eastern Life has elected Lester Guterman, senior partner in the law firm of Guterman, Newman & Reichbert, New York City, a director.

### Hancock Appoints MacLauchlan

John Hancock has appointed Norman D. MacLauchlan district manager at Schenectady.

## Concern Expressed About Commission Stand on U. S. Group

NEW YORK—Because of concern that has been expressed about the wisdom of National Assn. of Life Underwriters' recent action in endorsing the proposed federal employees group insurance plan despite its omission of agents commissions, representatives of NALU met here Tuesday with company representatives to discuss the proposed government plan, which has now reached tentative draft form.

David B. Fluegelman, Connecticut Mutual, New York City, immediate past president of NALU and chairman of its group insurance committee, Oren D. Pritchard, Union Central, Indianapolis, NALU state law and legislation chairman and a member of the group committee, and Carlyle Dunaway, NALU counsel, conferred with President Frazar B. Wilde of Connecticut General, chairman of the American Life Convention-Life Insurance Assn. of America group committee, other members of the committee, and ALC-LIA staff members.

No action was taken, the conference being of a fact-finding nature and aimed at determining what action, if any, NALU should take on the government group question in view of the questions that have been raised about the wisdom of the national council's action at New Orleans in March in endorsing the government plan. Basis for the endorsement was that despite the bad precedent that a no-commission plan would set it was preferable to have the plan underwritten by private insurers rather than seeing the government self-insure.

## Mail Order A&H Group to Meet at Omaha, May 20

Assn. of Insurance Advertisers, the mail order A&H organization, will have its annual convention this year at Omaha on May 20.

There will be sessions during the day and at the dinner the speaker will be Robert R. Sills, attorney with the federal trade commission, whose subject will be "The scope of the Federal Trade Commission insurance investigation." He will discuss the current FTC survey of all A&H companies. The association is inviting all interested A&H people to hear Mr. Sills' address.

Following the meeting, on May 21, there will be a special seminar on the FTC advertising rules for personnel in the advertising departments of member companies. This session will be conducted by Wendell Berge and Alvis Layne, attorneys of the association, who have specialized in interpretation of the rules.

### Elliott Hodes Associate G. A.

National Life of Vermont has appointed Elliott Hodes associate general agent in the New York City, where his father, Philip F. Hodes, is general agent. A navy veteran, Elliot Hodes joined the agency in 1949.

### Occidental, Cal., Enters Vermont

Occidental Life of California has been licensed in Vermont. Occidental now operates in 43 states, District of Columbia, Canada, Alaska, Hawaii and the Philippines.



## LAA's Southern Unit Has Sparkling Meet Marking 25th Year

Southern Round Table members of Life Insurance Advertisers Assn. held their 25th anniversary meeting in Nashville, Tenn. this week. The Southern was the first of the regional round tables to be established. Its gatherings have always been hospitable, practical

and colorful. From the beginning, its membership has included a generous sprinkling of interesting personalities.

C. R. Andrews, Pilot Life, was in general charge as chairman. The program chairman was Powell Stamper, National Life & Accident.



M. L. Davis

The meeting was preceded by a scheduled session of the executive committee of LAA with Jack R. Morris, Business Men's Assurance, presiding as chairman with a full attendance of officers and committee members. Plans were perfected for the annual LAA meeting to be held in Cincinnati Sept. 27-29.

Tennessee's commissioner of conservation, Jim McCord, opened the first scheduled session with an address of welcome. Charles C. Fleming, Life of Virginia, in his talk, "The first 25 years are the hardest," recalled Southern Round Table personalities of earlier years. His reminiscences were characteristic and appealing. He suggested a sectional workshop for the Southern Round Table.

John L. Briggs, Southland, made some predictions regarding the next 25 years. His observations appear on another page.

An innovation, the "buzz session", was a success. Presided over by John Moyler, Jr., Life of Virginia, it consisted of dividing the audience into four groups with a chairman of each, assigning a topic and allowing from three to six minutes for each group to turn in a composite report. Chairmen were William Sexton, Great Southern; Hal R. Marsh, Jefferson Standard; Micou F. Browne, Occidental, North Carolina, and L. E. Harwood, Southwestern. This arrangement produced full participation by all in the four groups. The questions were varied, not all easy to answer and challenged the ability of each group to think quickly.

### NEW OFFICERS

Chairman—Marion L. Davis, Provident L. & A. Vice-chairman—L. E. Harwood, Southwestern Life. Secretary—Harry E. Nelson, Life & Casualty.

At the first day's luncheon, presided over by Powell Stamper, National Life & Accident, Mr. Morris, as association president, reported briefly from LAA headquarters. He said the association now has 208 company and 431 individual members and no longer is campaigning for new members. Consideration is given only those who apply without being asked. Mr. Stamper introduced Eldon B. Stevenson, president of National Life & Accident and new president of Life Insurers Conference; Guilford Dudley, Jr., president

of Life & Casualty, and Martin Williams, executive director of LIC.

The first afternoon there was a sightseeing trip to "The Hermitage" home of Andrew Jackson, and in the evening the president's reception and dinner.

The concluding meeting, in charge of Al B. Richardson, Life of Georgia, featured the "Hot Ideas Session," one that always is lively and provocative. Participants were C. R. Andrews, Pilot; L. E. Harwood, Southwestern; Richard L. Hindermann, Pan-American; Hal R. Marsh, Jefferson Standard; Harry E.

Nelson, Life & Casualty; Messrs. Richardson and Sexton.

Marion L. Davis, Provident Life & Accident, presided at the "hot ideas" session, the liveliest of the meeting.

Mr. Nelson said that consumer advertising was only supplementary to personal selling. Most companies do not have a great enough concentration of agents in any given area to make consumer advertising profitable. Life & Casualty uses radio advertising as sales promotion, giving radio time as an award for production. The favorable effect on the morale of agents has been

noticeable.

Mr. Andrews related the results of a television program given at the time of Greater Greensboro golf tournament. There were 800 inquiries, \$400,000 of ordinary was sold and some hospitalization and weekly premium. He emphasized the necessity of tying such a program in with an important local event, and trying to sell rather than to seek inquiries.

Mr. Harwood explained how his company has improved relations with its 500 employees by publishing its home

(CONTINUED ON PAGE 22)

# MONEY "Pluses"

RATES REDUCED FOR SECOND TIME IN 2½ YEARS

INCREASED DISCOUNTS ON ADVANCE PREMIUMS

DIVIDEND ALLOTMENT INCREASED 23% OVER 1953

SINGLE PREMIUM INSURANCE AND ANNUITY LIMITS INCREASED

NEW FAMILY AND INDIVIDUAL HOSPITAL EXPENSE POLICIES

SURPLUS NEAR MAXIMUM LEGAL LIMIT

New 5-Year Renewable Term Policy

Non-Medical Plan and Limits Broadened

LIBERAL TERMINATION DIVIDENDS

MONEY MODULE—the Revolutionary Employee-Benefit Plan

The "Pluses" headlined above are proof of MONEY's continuing efforts to provide its underwriters with the best tools of the trade, and its policyholders with the best protection and service.

No wonder Mutual Of New York, which is one of the oldest and soundest companies in the field, is also known as one of the most progressive!

## MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York, Broadway at 55th Street, New York, N. Y.



WEATHER STAR SIGNALS ATOP OUR HOME OFFICE  
Green.....Fair  
Orange.....Cloudy  
Orange flashing.....Rain  
White flashing.....Snow

# Record-breaking Agency Now Under New Leadership

George B. Byrnes takes over management of top field organization as Lambert M. Huppeler assumes new duties at New England Mutual Home Office



LAMBERT M. HUPPELER

When a life insurance agency has a monthly production in excess of \$1,000,000 for 46 consecutive months, it certainly speaks well for the sales ability and team play of its staff. Such is the record of the New England Mutual's Lambert M. Huppeler Agency in New York City, which on May 15th becomes the George B. Byrnes Agency when Mr. Huppeler goes to Boston as vice president of the company. But this is only one of the agency's many record-breaking feats. For example, its total of \$5,000,000 of new ordinary business paid for in January set a new high for any New England Mutual agency. Average annual production for the past three years has been in excess of \$20,000,000. It is significant that 12 members of the agency qualified for the 1954 Million Dollar Round Table, of which Mr. Byrnes is Vice Chairman. 23 members of the agency are also members of New England Mutual's Leaders Association.



GEORGE B. BYRNES



SAMUEL M. BARG



JOHN R. BOGERT



JOHN L. BRYDEN



EARL S. CHRISTMAN



ANDREW A. COULTER



WILLIAM J. EISEMANN



PAUL S. GESSWEIN



STEPHEN W. HOPKINS



OWEN P. JACOBSEN



FRANK M. JECKEL



RUSSELL KEITH



ALBERT J. KELLY





EDWIN W. KELLY



ANDREW KINBACHER



MASON KLINCK



JOHN J. LANGAN



DONALD E. LEITH



EDWARD M. LUPEAN



JOHN M. MCGAULEY



ROBERT B. MCINTOSH



WALTER MCINTOSH



ROBERT J. METZ



DONALD R. MOFFETT



BOBB J. NICHOLS



A. ALLEN NIXON



WILLIAM B. O'CONNOR



ARTHUR S. PATTERSON



JUSTIN PETKEVICIUS



HENRIKAS RABINAVICIUS



RICHARD B. RIPLEY



JACOB SAMUELS



SEWARD SMITH



JOHN J. TURNBULL



GABRIEL A. VALENZUELA



MAX L. WILE



HARRIS L. WOFFORD

## TECHNICAL STAFF



R. GORDON ARCHIBALD



GLENN G. GEIGER



IRWIN D. HERZFELDER



MARICA HORVAT



ANDREW F. KINBACHER



EDWIN H. PAPE



SIDNEY O. THOMPSON

# The NEW ENGLAND MUTUAL



Life Insurance  
Company of Boston

THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835



*deliver us  
from  
hungry  
salesmen!*

A hungry salesman, with that greedy, dollar-sign look, does not inspire confidence. Yet, customer confidence is the only foundation for life insurance sales that stay on the books. Persistency makes a life insurance policy profitable to owner, agent, and company alike. We're sure you'll agree that this is basic common sense.

American United Life's sales philosophy is built around this thought. Training programs stress it. Unique sales tools and specially prepared booklets help to sell good business. Capable underwriting, actuarial and "special services" departments assist the advanced underwriter with problems concerning business insurance, estate planning, and employee benefit plans—all home office functions are geared to make a "lasting" impression. And as each year adds a record-breaking volume of good business to the books, American United Life is convinced that it pays to concentrate on "well fed" sales representatives.

Assets over \$100 millions, insurance in force over \$550 millions

**AMERICAN UNITED LIFE INSURANCE COMPANY**  
Home Office, Fall Creek Parkway at Meridian Street  
Indianapolis, Indiana

## THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- Complete line of Life Insurance policy contracts from birth to age 65 with full death benefit from age 0 on juvenile policy contracts.
- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for fieldman.

**Strong, Progressive Company**  
Older than 85% of all legal reserve life insurance companies

COMPANY'S EXPANSION PROGRAM OFFERS  
Openings in California, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

**NORTH AMERICAN LIFE INSURANCE COMPANY  
OF CHICAGO**

C. G. ASHBROOK, EXECUTIVE VICE PRESIDENT  
NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

## Home Life Conducts Four-Day Managerial Meeting at Rye, N. Y.

Agency managers of Home Life of New York convened for a four-day meeting at the Westchester Country Club, Rye, N. Y. John H. Evans, vice-president and manager of agencies, was chairman of the meeting, which had as its theme "Field Management—the Manager's Responsibility."

Opening the meeting, Mr. Evans reviewed the manager's responsibilities in the task of agency building—recruiting, selection and direction—and discussed the ways in which the home office is prepared to help him solve his problems in these areas.

"We all know," said Mr. Evans, "that agency management is a full-time, continuous process. No agency, no matter how successful at the moment, can reach a point where management reins may be slackened. As long as an agency



John H. Evans



W. P. Worthington

is composed of many individuals with differing abilities and aspirations, it cannot run itself. It requires constant managerial leadership to build and maintain a profitable agency operation."

A highlight of the meeting was a discussion by President William P. Worthington on the importance of broadening insurance coverage to an ever-increasing market. He stated that it is only through such effort that the business can successfully discourage the encroachment of state and federal government in this area.

"It is our responsibility and duty," Mr. Worthington concluded, "to see to it that we are doing an adequate job of providing privately-insured security



**NEW OFFICERS** of Home Life of New York's agency association, its field managers' organization: from left, Harry Lee Hamilton, Louisville, vice-president; Arthur D. Sutherland, Detroit, president, and Hugh Davy, San Francisco, secretary-treasurer.

for the American public so that no government substitute for covering them is either satisfactory or necessary."

At another point in the meeting, Mr. Worthington reviewed with the managers an eight-page listing of measures which the company has developed to speed up and improve services to pol-

icyholders and the field organization. These measures have been put into effect at the rate of one every 2½ days during the past two years, he said, and represent tangible evidence of the progress which results from teamwork between field and home office.

Vice-president John F. Walsh addressed the meeting on stimulating the activity of veteran agents. He pointed out that the new man is generally given impetus and inspiration by attendance at a training school and by close direction from management. But the agent

(CONTINUED ON PAGE 10)



**Protection  
is never  
out of style**

— and you always meet the personal requirements for protection of every client, with **Columbian National Life's** comprehensive selection of policies—for instance . . .

Life  
Annuities  
Endowments  
Juvenile  
Term to 70  
Modified Five  
Double or Triple Protection  
Substandard  
Franchise  
Association  
Group (all lines)  
Accident  
Health  
Hospital  
Group Creditor

It's never a rainy day for the insurance agent who knows his **Columbian National Life** line!

**The COLUMBIAN NATIONAL  
LIFE INSURANCE  
Company**  
BOSTON 12, MASSACHUSETTS



## The new auditorium wing at The Greenbrier



The Greenbrier will soon offer enlarged and improved facilities for group meetings at famous White Sulphur Springs, West Virginia. The New Auditorium wing will offer groups up to 1,000 the most modern meeting facilities to be found anywhere.

The new addition will have an 8,600 sq. ft. auditorium with a capacity of 1,075 for meetings and 860 for banquets. A theatre with continental style seating and an inclined floor will accommodate 400. Both will have full stages with all facilities, plus the latest projection equipment and P. A. systems. Eight smaller meeting rooms for 25 to 100 persons are also included. The entire wing will be air conditioned.



AUDITORIUM set for banquet

Dimensions — 72' wide by 112' long. No obstructions. Fully equipped stage 40' x 20', orchestra pit, dressing rooms. Motion picture and slide projection. P. A. system. 110-220v. A. C. power supply with ample outlets. Pantries and kitchen adjoining.

For detailed information about the new meeting facilities, address:  
DIRECTOR OF SALES,

*The Greenbrier*  
WHITE SULPHUR SPRINGS  
WEST VIRGINIA

Or inquire of Greenbrier offices in New York, 588 Fifth Ave., JU 6-5500 • Boston, 73 Tremont St., LA 3-4497 • Chicago, 77 West Washington St., RA 6-0625 • Washington, Investment Bldg., RE 7-2642.

## Mutual to Issue Small-Group Life Plan as 'Module'

NEW YORK—Small groups of employees—from 10 to 200 or more—can now obtain from Mutual of New York low-cost life insurance protection, including double indemnity and disability expense coverage against off-the-job hazards, under a plan which is an offshoot of the "module" plan, brought out a year ago, for providing a comprehensive employee benefit program.

The basic "module" or component of the new plan is life insurance, including double indemnity for non-occupational deaths. Benefits are payable as a lump sum or in installments.

To this basic module, the employer can add other modules including disability income, hospital and surgical benefits for employees and their families; extra life insurance for married male employees, or pensions for their widows.

A feature of the plan is its later convertibility to a retirement plan by fitting in a pension module. The latter can be added at a level annual cost, despite increase in age among the employees.

Under the pension module, the amount of the retirement income depends on the choice of the buyer and is related to salaries of employees. Retirement income can be integrated with social security payments."

Among the 2½ million concerns throughout the country which employ fewer than 200 workers each, there are many employers who want, or who presently can pay for, only insurance coverages without pension benefits. The insurance module is designed to meet the needs of those employers, and provide a foundation for adding pension benefits later at a level cost.

The amount of insurance under the plan is related to the salaries of employees and the number of employees in the group. Basic coverage ranges from \$2,000 to nearly \$9,000. Double indemnity is included in the basic module.

The disability income module also is related to salaries and size of employee groups. Weekly payments range from \$21 to \$75 for a maximum of 26 weeks.

The company pointed out that because most states have workmen's compensation laws covering disability caused on the job, the new plan supplements the statutory coverage by protecting employees against expenses from non-occupational injuries or illness. Elimination of overlapping coverage keeps the cost of the plan low. Yet the effect is an integrated program that provides employees with round-the-clock protection, the company said.

The hospital and surgical expense module covers both the employee and his dependents. Maternity benefits are included. Benefits are guaranteed amounts not limited by actual expenses. Two schedules of benefits are available, depending on how much the employer wants to pay for the module. The benefits can be paid directly to the employee, or, if he prefers, they can be paid to the hospital or surgeon.

The module also makes available up to \$5,000 of coverage against expenses arising from polio within three years after inception.

ask the man who has... **IT!**

20-20 CASH REFUND PLAN

**United OF OMAHA**

UNITED BENEFIT LIFE INSURANCE COMPANY  
OMAHA, NEBRASKA



**"a SOUND, STRONG company behind you" . . .**

**526 weeks...over 10 years...of at least one application per week**

Nathan W. Ziskind, Sheboygan, Wisconsin has just completed that record as an agent of Wisconsin National Life Insurance Company, Oshkosh, Wisconsin. "You can't produce a record like that", says Ziskind, "without having good field tested selling 'tools' and a sound, strong Company behind you."

With attractive merchandise to offer, it's no wonder that WNL agents feel that they are treated very well. And too, they enjoy:

- a Retirement Income Pension Plan
- b Group Life Insurance
- c Attractive contracts including liberal renewals . . . lifetime service fees.
- d "Refresher" courses and field tested printed selling "tools"

If you are interested in joining this fast-growing company, write

**Agency Department**

**WISCONSIN NATIONAL LIFE INSURANCE COMPANY  
OSHKOSH, WISCONSIN**

General Agency openings in Wisconsin, Michigan, Illinois, Indiana and Minnesota.

First Legal Reserve Stock Life Insurance Company Incorporated in Wisconsin



"I'd better mention before you get winded, Mr. Huffy, I used to be captain of my college track team!"

## Bankerslifemen Are Prepared

It is highly improbable, we will admit, that Bankerslifemen did prepare with college track to "chase down" prospects.

It is factual, though, to say that they have prepared from their earliest days in their agency offices to render superior service and sound counsel to their clientele. Bankerslifemen keep up-to-date and so are truly prepared to serve.

This careful preparation is just one of the many characteristics which make the typical Bankerslifeman the kind of life underwriter you like to know as a friend, fellow worker or competitor.

**BANKERS *Life* COMPANY**  
DES MOINES, IOWA

ANICO representatives are  
Anico's best advertisements

MARVIN C. JOHNSON, District Mgr.,—Harlingen, Tex.

Most success stories involve a lengthy span of time, but not so with Marvin Johnson. He became associated with ANICO in November 1948 as an agent. Shortly thereafter, because of his outstanding production and ability, Mr. Johnson was promoted to Staff Supervisor. In March 1954, Mr. Johnson became District Manager at Harlingen, Texas. His performance has always been outstanding, as evidenced by the fact that he is a Life Member of the President's Club and has qualified for membership in the Club since its inception.



*You can grow with ANICO*

- ★ A working contract that permits outstanding earnings.
- ★ Policies that stand out in value against any competition.
- ★ A management philosophy that is based on the axiom that a company succeeds only when its agency force succeeds.
- ★ The most modern and effective selling aid program that can be devised.

Over 2½ billions  
of life insurance  
in force

For information without obligation  
address "Executive Vice-President"

**AMERICAN NATIONAL**  
*Insurance Company*

W. L. MOODY, JR., PRESIDENT

GALVESTON, TEXAS

## Bohlinger Warns Welfare Plans Must Be Properly Managed

NEW YORK—Superintendent of Insurance Alfred J. Bohlinger has warned that workers will look to the government for welfare benefits if private plans fail to meet their obligations in the future.

Stressing the need for the establishment of comprehensive standards for the sound administration of union and employer-managed welfare funds, Mr. Bohlinger stated "if free enterprise is to be retained in the welfare field, our traditional American ingenuity will have to be called into play to solve the problems which now and in the future will confront voluntary welfare plans."

He addressed the annual conference on labor sponsored by New York University. He stated that employers are contributing about \$4 billion annually to employee-benefit plans in the United States. In New York alone, he said, more than 3 million persons have a stake in employee-welfare plans. Contributions to these plans come to about \$365 million annually.

Both self-administered union and employer welfare funds have been outside the jurisdiction of any state administrative authority though the administration of such plans involve complex insurance operations, he said. The beneficiaries of these plans "are entitled to protection against the danger of the plans' inability to meet their obligations... The sound administration and solvency of these plans," he emphasized, "is of vital concern to the workers of New York and of the nation."

There is a "notable absence" of any generally accepted standards which can serve as guides to responsible trustees who may be actuated by the best motives in their administration of employee benefit plans. A study being conducted by the department indicates the need for developing sound criteria covering critical phases of the operation of welfare plans and the delineation of the responsibilities and obligations of trustees.

Many of the abuses in the administration of union welfare funds uncovered by the department study could have been prevented by vigilance on the part of employer trustees. Their failure to fulfill the obligations of their trust has been a factor contributing to mal-administration of such funds. Management, in allowing the union in many instances to dominate the welfare funds, has frustrated the intent of the Taft-Hartley requirement for joint administration by union and employer trustees.

He noted the evidence of the development of improper practices by some insurers in soliciting and issuing group insurance contracts covering union welfare plans, including the payments of high level commissions to agents and brokers and so called administration fees to agents, brokers and third parties. These practices have been taken care of partially by legislation. The department is continuing its investigation and plans to recommend further legislation.

Excessive operating expenses are the exception and not the rule, he said. Operating expenses of union welfare and pension plans average less than 10% of contributions. But high ex-

penses are incurred in a sufficiently large number of instances to warrant concern that monies intended for the benefit of workers are being dissipated.

He said employers have an interest in good management of such funds since they may be called on to increase contributions to furnish benefits expected by employees. They should therefore actually participate in administering such funds.

Many funds purchase benefits from  
(CONTINUED ON PAGE 20)



## HONORED

Abram L. Geller, Houston, Texas—  
Life Member, Million Dollar Round  
Table, and 3 times Pacific Mutual  
National Production Champion and  
Big Tree Club President, says—

"In the Pacific Mutual tradition, personal achievement is greatly dignified. When I first earned the Big Tree Club Presidency in 1933, I was honored in tangible ways that permanently enhanced my prestige. Ten years later, my second Championship again brought lasting recognitions that helped shape the pattern for still another 'First' in 1953, my 25th Pacific Mutual year."

**Pacific Mutual**  
LIFE INSURANCE COMPANY

HOME OFFICE: LOS ANGELES, CALIF.

GIANT OF THE PACIFIC

1868

LIFE—ACCIDENT & HEALTH  
RETIREMENT PLANS—GROUP



## Goldstein Analyzes New Tax Bill as It Affects Present, Future Pension Plans

What the new revenue bill holds for the employer who has a present pension or profit-sharing plan or is thinking of establishing one is discussed by Meyer M. Goldstein, executive director of Pension Planning Co. and manager at New York for Equitable Society, in a booklet, *The New Look in Pension and Profit-Sharing Plans*.



M. M. Goldstein

Incentives for sales of pension plans from the agent's point of view are included in Mr. Goldstein's booklet. If the new bill becomes law it will open a new avenue to business executives by enabling them to participate in the fruits of their creation and retain a considerable portion which otherwise would be eaten up by taxation; it will furnish the means of providing for employers who are now deprived of the security of a pension plan or the opportunity of sharing in the profits they help earn; and it will offer ample inducements tax-wise to the employer to provide added incentives for his employees.

Here is one trouble-maker in the present law which the bill tackles: To preclude discrimination in favor of certain employees in establishing a plan which requires percentages of certain classes of employees to be included; the internal revenue commissioner has evolved highly technical rules which often involve the plan in a series of modifications until it passes muster of various reviewers.

The new bill will do away with all this, Mr. Goldstein said, in that for companies having no more than 20 regular employees the inclusion of 50% in the plan will be sufficient. Between 20 and 40, a plan covering only 10 employees will be satisfactory. Over 40, coverage of 25% will suffice.

These limitations will be automatically acceptable. The plan may be limited to any other classification set up by the employer, provided: No more than 30% of the contributions are used to provide benefits for stockholder-employees, and no more than 10% of the participants are key employees—those ranking among the highest 10% of the regular employees but not counting more than 100.

This is significant in the case of a very large company, employing 20,000 or 50,000, 100,000 or even more, for a plan covering only 1,000 employees will qualify even if these employees are in the top management group. Since key employees are not counted beyond 100 the 10% rule is met by covering 1,000. As for the stockholder rule, nowhere near 30% of total contributions is used to provide benefits for stockholder-employees in the group of 1,000, Mr. Goldstein said.

For a moderate sized company, employing 1,000, 2,000, 4,000 or thereabouts, 25% of the regular employees will be sufficient. In the case of the company employing 1,000, if 200 are short-term employees, covering 25% of the regular 800 employees, or 200, will be satisfactory. If so, it will make no difference whether the 200 include all stockholders and key employees. The

25% provision is an overriding limitation, and, if met, the stockholders and key employee limitations are not applicable.

For a small company, employing 10, 20, 40 or thereabouts, 50% of the regular employees, up to 20, will be sufficient. If over 20 but not more than 40

are regular employees, coverage of only 10 will suffice. If there are over 40, 25% will be satisfactory.

For the companies with 10 employees the requirements will be met by covering only five even if the five are in the top group.

An opportunity will also be provided for those who are left out of existing plans but who control the destiny of the business.

The liberal deduction policy will benefit the employer also. The present 5% limitation will go up to 10%, the

level distribution of the amount necessary to provide the remaining unfunded cost of past and current service credits will be continued, and deductions for normal cost plus 10% of the past service liability will be devised to the extent that the measure of deduction for past service costs will be 10% of such costs at the beginning of the taxable year, including past service costs previously funded, until all such costs are completely funded.

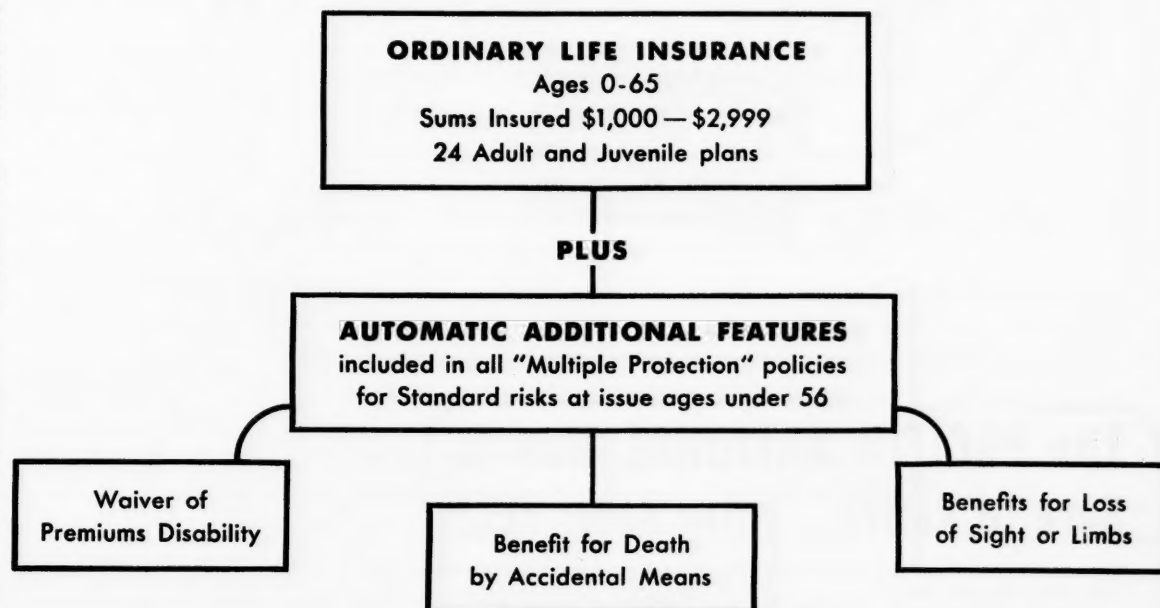
The employer will not have to rush

(CONTINUED ON PAGE 14)

# "MULTIPLE PROTECTION"

*Designed especially for people who buy Life Insurance in moderate amounts*

**IT'S DIFFERENT! IT'S NEW!**



- Attractive premium rates and policy provisions.
- Available non-medically at age 40 and under with simplified application.
- Two Special Premium Classes in addition to Standard for adults.

*Get full information from your local John Hancock office*

*John Hancock*  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS

**Not Yet 50,  
BUT NOW OVER  
\$4.5 BILLIONS**

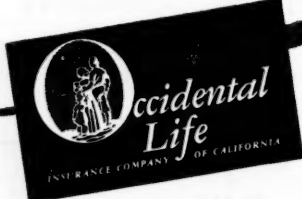
THAT'S THE Occidental story.

We won't celebrate our 50th anniversary until 1956. But Occidental field men and women in 1953 produced more than one billion dollars of new paid business for the first time in any year. That pushed business in force above \$4.5 billions.

And this March, Occidental's written ordinary passed \$75,000,000 for another new record.

We ask no better proof that insurance buyers—and agents—believe in Occidental's institutional pledge of "More Peace of Mind Per Premium Dollar."

"A Star in the West..." ☆

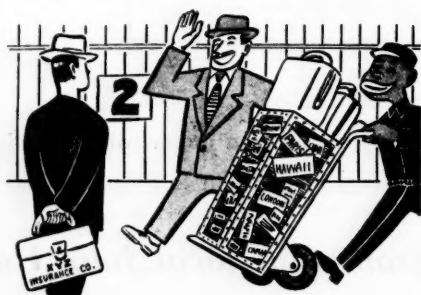


HOME OFFICE: Los Angeles  
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

## The PACIFIC NATIONAL Man Is Sure to Retire... How About You?

Will you be on the outside looking in? ... the Pacific National man AUTOMATICALLY builds his retirement without paying one penny for it ... and a Pacific National retirement will be just as large as YOU want it to be!!



Write Kenneth W. Cring, TODAY about choice General Agency openings available with  
**PACIFIC NATIONAL LIFE ASSURANCE CO.**  
411 East South Temple • Salt Lake City, Utah  
Ray H. Peterson, President • K. W. Cring, V.P. & Supt. of Agencies

## Make 4 Top Changes in N. W. National Agency Department

Dan D. McLaughlin, former assistant agency director of Northwestern National Life and since 1952 superintendent of agencies in the eastern division at Columbus, O., has been named sales director. He will return to the home office in June.

E. P. Balkema, since 1952 sales promotion manager in the agency department, is being advanced to man-



Dan D. McLaughlin



E. P. Balkema,



H. F. Rundquist



George B. Parsons

ager of agencies. Both men will work directly with W. R. Jenkins, 1st vice-president.

Succeeding Mr. McLaughlin at Columbus will be H. F. Rundquist, formerly a member of the agency field service staff in the home office. George B. Parsons will replace Mr. Balkema as sales promotion manager.

Mr. McLaughlin joined Northwestern National in 1941 as an agent in Bemidji. He later became a supervisor in the Minnesota State agency, and was on the home office staff from 1946 to 1952 before going to Columbus. He will have direct charge of new organization and new business development.

Mr. Balkema joined the company as an agent in Michigan in 1928. In 1932 he went to the home office as training director, returning to Michigan in 1936 as manager for that state. He will be responsible for supervising contracts and for liaison between the agency department and all other company departments.

Mr. Rundquist started with the company as an agent in Chicago in 1946. He was transferred to the home office staff three years ago and recently played a major part in preparation of the company's revised pension trust material.

Mr. Parsons joined Northwestern National's agency department as assistant sales promotion manager in 1952.

### Cavert in Nashville Post for American United Life

American United Life has appointed Albert J. Cavert manager at its new Nashville, Tenn., office in the Sudekum building.

Bowling B. Boyd, who has been with the company 20 years, is retiring as manager, but will continue as an active producer with the agency.

Mr. Cavert, who until recently was with New England Mutual Life, for-

merly was a public relations and advertising man.

Native of Nashville, he attended Vanderbilt University. He is a vice-president of the Optimist Club and in 1951 was president of the Southern California Alumni Assn. of Vanderbilt University.

DeWitt Carter of Nashville is chairman of the board for American United.

*Agents!*

## Do You Want—

- ✓ Large Commissions
- ✓ Steady Renewals
- ✓ Standard Policies

(rates and provisions competitive with every old line legal reserve life company in the U. S.)

- ✓ Special Policies

(two of them, both sure-fire best sellers.)

- ✓ Established Territories in the South

- ✓ Brand New Territories in Texas and Oklahoma

- ✓ A Sound Company

National Equity Life has operated in the South for 29 years, and is now expanding into Texas and Oklahoma.

This may mean unusual opportunities for you.

Write today for full information.

## NATIONAL EQUITY LIFE INS. CO.

Little Rock, Arkansas  
C. E. LOWRY, President

## WOOLWORTH BUILDING

Approximately  
**7500 sq. ft.**  
**AIR-CONDITIONED**  
**SECOND FLOOR**  
**OFFICE SPACE**

Immediate Possession

Inquire Mr. W. A. Brand  
**HARRY THOENS**  
CORPORATION  
Agents

233 Broadway Rector 2-6500

## Service Guide

### Valuable Paper Wallets

One or a Thousand  
Write for Brochure  
J. M. NEWMAN

2326 N. Henderson Dallas, Texas



## Ohio Life Agents Elect Hoyer, Vote for Chicago as NALU Site

By GEORGE E. WOHLGEMUTH

CINCINNATI—William B. Hoyer, general agent John Hancock Mutual, Columbus, was elected president of Ohio Assn. of Life Underwriters at its convention here. George O. Walker, general agent Franklin Life, Canton,



W. B. Hoyer

retiring president, said he was confident the association's membership goal of 4,000 would be attained by the end of the fiscal year.

Vice-presidents are R. D. Smith, Massachusetts Mutual, Dayton; F. L. Ritchie, Northwestern Mutual, Wapakoneta;

G. L. Chapman, Jr., Penn Mutual, Toledo; J. A. Stewart, Phoenix Mutual, Cleveland, and J. E. James, Equitable Society, Youngstown. The 1955 meeting will be held in Springfield.

Speakers at the sales congress were Earl M. Schwemm, manager Great-West Life, Chicago, who spoke on "Sales Ideas for Today's Markets," and Milton O. Culpepper, superintendent of agencies, central territory, Metropolitan Life, who talked on, "A Home Office Viewpoint." Andrew C. Webster, vice-president for selection, Mutual of New York, discussed "Problems of Selection" at the luncheon.

Louise Mercier, Union Central, Kanakakee, Ill., told the ladies division at its annual breakfast session how she compiled her successful record. Harry L. Hamilton, manager Home Life, Louisville, was speaker at the CLU-LUTC breakfast session. Robert A. Whitney, president National Sales Executives, was banquet speaker.

The Henry Stout trophy, awarded annually to the local association making the best membership record, was awarded by Mr. Stout, who is general agent for John Hancock at Dayton, to the Lorain association. Lancaster was runner-up and Hamilton followed in third place.

Details of the educational committee's work were described by Messrs. Hoyer and Stewart. This included the pilot training course at Cleveland for high school teachers in association with Ohio State University on family security and welfare and the Miami University workshop.

Vice-President Chapman's report, given in his absence by Mr. Hoyer, told of the highly successful results achieved by the sales caravans held in Toledo, Youngstown, Columbus, Dayton and Canton.

After hearing a report by R. K. Zimmer, general agent Penn Mutual, Columbus, national committeeman, on the advantages and disadvantages of the three cities proposed for NALU headquarters, a tally at the business session showed 46 votes for Chicago, 2 for New York, 7 for Washington, and 6 for Cincinnati.

Verne Stanford, superintendent east central division, New York Life, gave a fine inspirational talk at the Ohio Leaders Club banquet.

W. W. Wray, general agent John Hancock, Cincinnati, was general chairman of the convention committee. G. W. Isgrig, general agent of the host

association, gave the invocation and presided at the luncheon.

Mr. Hoyer was elevated to the post held by his father, Ralph W. Hoyer, general agent emeritus, John Hancock, Columbus, 15 years ago. W. Henry Blohm, general agent Provident Mutual, Cincinnati, chairman of the nominating committee, asked Mr. Hoyer to escort his son to the rostrum.

The life insurance tradition is strong in the Hoyer family, going back to 1881 when the grandfather of the president, W. E. Hoyer, was appointed a

John Hancock representative at Millersburg, O. William, the grandson, is a graduate of Ohio State University and the Wharton School, joining John Hancock in the Ralph Hoyer agency at Columbus in 1938. He served in the navy three years and returned to the agency as a supervisor in 1945. He became assistant general agent in 1950 and general agent in 1951, when his father retired. He is a past-president of the Columbus association and is chairman of the Griffith Insurance Foundation at Ohio State University.

## Kautzman Rejoins American United in Reinsurance Post

Fred L. Kautzman has been appointed special home office representative for the reinsurance department of American United Life.

With State Security Life as assistant secretary-treasurer until recently, Mr. Kautzman is a former New York Life agent. He began in life insurance in the underwriting department of American United and later was with Eagles National Life home office, in charge of underwriting new business.

# Yours for Life...



and Casualty, too



**WE'RE BREAKING INTO THE PICTURE** in new territories—making room for new men—Amateurs as well as old Masters. If you have not attained the recognition and success you deserve, why not be a Realist and consider

the prospects of stepping up the ladder with a Modern, progressive company. Let us show you in Black and White the gains we have chalked up — the bright picture we can paint for your future. Write to:

ROY A. FOAN, Vice President and Director of Agencies



## UNION CASUALTY AND LIFE INSURANCE COMPANY

17 East Prospect Avenue, Mount Vernon, New York

## EDITORIAL COMMENT

### Need of A&H Standards to Guide Public

The decent members of any group, whether they like it or not, have a certain amount of responsibility for the non-decent members. The gradually rising tempo in criticisms of A&H as that coverage is purveyed by some insurers illustrates the point.

It is not always easy to see this responsibility and it is even difficult to discharge it. Yet it certainly exists.

The management of a company that operates fairly, with good practices and equitable loss settlements, may not even know what an insurer is doing 500 miles away that specializes in restricted policies covering hospitalization for persons 65 years old or older and whose surplus amounts to only a few thousand dollars. Yet the latter type of company is operating today, along with companies selling A&H lines on a restricted basis through agents or by mail or both. This has been common knowledge for years, and long ago it must have become apparent to the good operators that the complaints rolling into insurance departments, better business bureaus, newspapers and elsewhere were finally going to accumulate to the explosive point. They must have known also that when this explosion occurred, the public attitude toward all A&H companies, agents, policies and practices would be seriously distorted by its attitude toward coverages of those which are at least highly restricted if not actually dishonest.

Much of the fault for this situation lies with unwary buyers who expect more than they are entitled to or deal with companies who do not deliver what they promise. Yet who is to cure the gullibility of the public and to give it those measurements of standard by which it can judge whether an offer made in the A&H field is actually a bona fide offer or, on the face of it, has to be something less in the delivery than in the promise?

Doesn't the decent part of the A&H community owe it to the public to establish and make standards of coverage so generally clear that it would become increasingly difficult for the sharpsters to get any response to their offers.

It ought not to be too difficult, and it may become a necessity, for the business to establish in the public mind, by advertising, by sales, or by other means of promotion, three or four easily un-

derstood ways of measuring an A&H contract so that the buyer can determine, by checking these standards against any offer, whether he is being talked to by gyps or legitimate business men. If the business does not do this, it stands to get imposed upon it by regulatory authorities restrictions which the business as a whole should not have to bear and which are for the most part unnecessary.

We think the business has a responsibility to inform the public what it should reasonably expect for its money in a hospitalization contract, in a weekly indemnity policy, in reimbursement types of protection. Probably no other business has developed so many policy gimmicks, policy names, etc., as A&H. Every sort of appeal is resorted to in order that one company might compete with another or with others for business. Perhaps it is time for the business to turn in the other direction and simplify the coverages for the better understanding of the public. This could be done in part by pointing out to the public what differences in contracts are actually important, and which ones are window dressing to gain attention.

The public is entitled to know that most of the contracts it purchases are worth the money paid for them, that the honest insured can expect honest treatment. The good part of the business is entitled to this also.

The job is to establish a standard, simple enough to be understood and yet detailed enough to do justice to the coverage and the people who sell it, and fix that standard so firmly in the minds of the public that it will squeeze out the chiselers, the restricters, and the fine typers.

This the responsible members of this community owe to the public, and it cannot be done by writing a letter to the editor or spending 15 cents.

## PERSONALS

**Nancy Carol Johnson**, daughter of Holgar J. Johnson, president of the Institute of Life Insurance, and Mrs. Johnson, was married to Robert I. Hauerwaas in New York City. Mrs. Hauerwaas is a graduate of Briarcliff Junior College and a member of New York Junior League. Mr. Hauerwaas,

a graduate of University of Virginia, is with U. S. Steel Products Co. in Chicago, where the couple will live.

**Robert O'Neal**, agent for Great-West Life in Indianapolis, received the Democratic nomination for sheriff of Marion County in last week's primaries. The office of sheriff is one of the top political jobs in the county, which includes Indianapolis. Mr. O'Neal is the brother of James T. O'Neal, manager there for Great-West. A career police officer who rose through the ranks to become superintendent of Indiana state police before entering insurance two years ago, Mr. O'Neal has been commended in FBI publicity as one of the outstanding police officers in the country. Mr. O'Neal's father was chief of Indianapolis police before his death.

Presidents **Ralph R. Lounsbury** of Bankers National and **Carl Mitchell** of Columbus Mutual and their wives recently returned from a trip to Europe, where they traveled through Portugal, Spain, Italy and Switzerland. In his capacity as president of American Life Convention, Mr. Lounsbury met in Switzerland with David Morse, director-general of the International Labor Organization.

**Robert E. Dineen**, vice-president of Northwestern Mutual Life, has been appointed chairman of the individual gifts division of the 1954 Milwaukee Community Chest campaign to be conducted in October.

**H. R. Buckman**, Milwaukee general agent for Old Line Life, was named state chairman of the annual fund drive of Wisconsin Assn. of Mental Health by Gov. Kohler.

The "Diplomatic" bridge scorer pad, invented by **Peter B. Fleming**, general agent for Mutual Trust Life in New York City, was demonstrated recently by Arlene Francis on her morning NBC TV network show.

**Raymond C. Ellis**, manager of Home Life of New York in New York City, has been elected and installed as grand master of the Grand Lodge of Masons of the State of New York.

**Clarence E. Bishop, Jr.**, promotion and advertising manager of Protective Life of Alabama, has been named southern area vice-president of International Council of Industrial Editors.

• **Robert P. Delahunt** has been appointed assistant brokerage manager for *Occidental Life of California* at San Diego where had had been supervisor for Aetna Life three years.

• The *Northwestern Mutual Life Girls Chorus* will present its sixth spring concert at the Public Service building auditorium, Milwaukee, May 17.

## DEATHS

**EDWARD A. HORTON**, a vice-president and director of American United Life, died at his home in St. Thomas, Ontario. The company's chief agent for Canada and chairman of the audit committee for the board of directors, he was 86 years old. He had been a member of the board since 1916 and was active until his death. Mr. Horton was a former mayor of St. Thomas and was in the grain business all his life.

**E. E. TYREE**, 74, district manager of Bankers Life at Paducah, Ky., for 35 years and a past president of the Life Underwriters Assn., died at his home there.

**WALTER L. NONEMAN**, 60, retired vice-president of Occidental Life of North Carolina, died at his home in Raleigh after a long illness.

### Pollitt New Pacific Mutual Baltimore General Agent

Named general agent for Pacific Mutual Life in Baltimore is **Byron H. Pollitt**, who has been on the home office agency staff as supervisor of agency training.



Byron H. Pollitt

Mr. Pollitt will operate in addition to the Bowen & Bartlett agency which has represented Pacific Mutual in Baltimore since 1932.

Before going to the home office, Mr. Pollitt was for five years with the Jenks agency of Pacific Mutual Life at Atlanta. He is an air force veteran.

### Meyers Milwaukee Speaker

**Walter G. Meyers**, General American Life, Rockford, Ill., discussed "Group Insurance" at a meeting of Milwaukee A&H Underwriters Assn.

The annual meeting has been scheduled for June 3, at which time a dinner will be held in honor of past presidents.

### Union Opposes A&H Reinsurance

Textile Workers Union of America at its convention in Atlantic City came out against the administration's health reinsurance proposals as being "without practical value and utterly impossible of application." The union urged that a national health insurance program be set up because the cost of sound medical care is greater than the average worker can afford. The union has also attacked the American Medical Assn. for "sabotage of all efforts to achieve sensible and practical ways to finance health care for those who cannot now afford it."

## THE NATIONAL UNDERWRITER

—Life Insurance Edition

### EDITORIAL OFFICE:

99 John St., New York 38, N. Y.  
Editor: Robert B. Mitchell.  
Assistant Editor: Warren Kayes.

**ATLANTA 3, GA.**—432 Hurt Bldg., Tel. Walnut 9801. O. Robert Jones, Southeastern Manager.

**BOSTON 11, MASS.**—307 Essex St., Rm. 421. Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

**CHICAGO 4, ILL.**—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

### CHICAGO EDITORIAL OFFICE:

175 W. Jackson Blvd., Chicago 4, Ill.  
Associate Editors: John C. Burridge, Charles C. Clarke and William H. Faltsyk.

**CINCINNATI 2, OHIO**—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Arthur W. Riggs, Statistician.

**DALLAS 1, TEXAS**—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadia, Southwestern Manager.

**DETROIT 26, MICH.**—607 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Resident Manager.

### ADVERTISING OFFICE:

175 W. Jackson Blvd., Chicago 4, Ill.  
Advertising Manager: Raymond J. O'Brien.  
SUBSCRIPTION OFFICE:  
420 E. Fourth St., Cincinnati 2, Ohio.  
Circulation Manager: Daniel B. Reynolds.

**KANSAS CITY 6, MO.**—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

**MINNEAPOLIS 2, MINN.**—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

**NEW YORK 38, N. Y.**—99 John Street, Room 1103. Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

### HOWARD J. BURRIDGE, President.

Louis H. Martin, Vice-President.  
Joseph H. Head, Secretary.  
John Z. Herschede, Treasurer.  
420 E. Fourth St., Cincinnati 2, Ohio.

**OMAHA 2, NEBR.**—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

**PITTSBURGH 22, PA.**—503 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.

**SAN FRANCISCO 4, CAL.**—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.





## List Hosts for MDRT Room-Hopping Sessions

Hosts for the room-hopping sessions that will again be a feature of the Million Dollar Round Table annual meeting June 15-18 at Coronado, Cal., have been announced by Gordon D. Orput, New England Mutual, Portland, Ore., vice-chairman of the program committee and chairman of the room-hopping sessions.

There will be five general categories of sessions at which the following members will be hosts or co-hosts:

**Business insurance:** Edwin G. Davies, Manufacturers Life, Los Angeles; Edward J. Mintz, New York Life, San Francisco, Cal.; Paul A. Hazard, Jr., New England Mutual, Chicago, and Clarence E. Smith, Northwestern Mutual, Chicago.

**Employee benefit plans:** Paul W. Cook, Mutual Benefit Life, Chicago; Alfred J. Lewallen, Mutual Benefit Life, Miami; Edward S. Churchill, Northwestern Mutual, Hartford; Joshua B. Glasser, Continental Assurance, Chicago; David Marks, Jr., New England Mutual, New York City, Francis G. Bray, New England Mutual, Houston.

**Estate planning:** John D. Marsh, Lincoln National, Washington, D. C.; James B. Irvine, Jr., National of Vermont, Chattanooga; Gerald F. Weber, Connecticut General, Los Angeles, and Benjamin L. Stern, New England Mutual, New York City.

**Canadian underwriting:** C. C. Peck, Canada Life, Sol Eisen, Canada Life, Norman Cowan, Imperial Life, and Fraser Deacon, Canada Life, all of Toronto.

**Miscellaneous subjects:** C. H. Killen, New York Life, San Antonio; Andrew J. Elder, London Life, Toronto; A. Harold Bickerstaff, London Life, Toronto; Andrew L. Wolf, Business Men's Assurance, Flagstaff, Ariz., and Walter N. Hiller, Penn Mutual, Chicago.

Each room host will prepare material covering the subject assigned to him for discussion and make copies available for those attending. In addition, tape recordings will be made at each session.

## Wis. Leaders Elect Schuette

Paul A. Schuette, Jr., Northwestern Mutual Life, Manitowoc, is the new

chairman of Wisconsin Life Insurance Leaders Round Table. He was elected at a meeting in Milwaukee to succeed H. Wingfield Richter, Mutual Benefit Life. Leonard S. Wolfe, Acacia Mutual, Milwaukee, is vice-chairman, and Arthur H. Neuhaus, Bankers Life of Iowa, secretary.

Speakers were Walter A. Van Dyke, group manager for Aetna Life, and Thomas A. Moore, trust department vice-president of Marine National Exchange Bank of Milwaukee.

## List Topics, Speakers for Western Actuaries Meeting

Policy rates, plans and provisions and A&H, both individual and group, will be the principal discussion topics at the spring meeting of Actuarial Club of Pacific States in Victoria, B. C., May 20-21.

Presiding will be club President A. C. Olshen, West Coast Life. Speakers include R. H. Niles and J. F. Hook, Standard of Oregon; Phillip Soth, New World; C. H. Tookey, Occidental; S. A. Robertson, consulting actuary at Seattle; Leo Nordquist, West Coast Life; Miss D. B. Glasscock, Milton Chaunar and Marcus Gunn, California-Western States; A. L. Buckman, Beneficial Standard Life.

Also, Angus Crawford, Coates, Herfuth & England, San Francisco; J. H. Rowell, California Inspection Bureau; H. O. Fishback, Jr., and G. E. Morse, Northern Life of Seattle; F. S. Ockels, Louis Garfin and Oscar Swenson, Pacific Mutual; Harold G. Paff, Prudential; E. H. Neuschwander, Founders; H. M. Sarason, consulting actuary at Pasadena, and Floyd E. Young, Western Life of Montana.

## Carson General Agent in Central Ohio for B.A.R.E.

Richard H. Carson has been appointed general agent in central Ohio for the commercial division of Benefit Assn. of Railway Employees. Offices will be at 150 East Broad street, Columbus.

Mr. Carson formerly was a district agent for Farmers & Traders.

## Writes Novel on Armstrong Probe

*The Beckoning Hill*, a novel by James P. Wood depicting events leading to the Armstrong investigation of life insurance in 1905-06, has been published by Longmans Green & Co., New York City. Mr. Wood is assistant to the vice-president and director of research of Curtis Publishing Co.



Four new Life of Georgia vice-presidents and two assistant officers, whose appointments were reported last week, are shown: Seated, W. Sheffield Owen, agency vice-president; Bruce Batho, vice-president and actuary; standing, Thomas E. Martin, assistant treasurer; H. Talmage Dobbs, Jr., vice-president and treasurer; Rankin M. Smith, assistant agency vice-president, and J. Lon Duckworth, vice-president and general counsel.

## Great-West Has Two Changes in Montreal

Great-West Life has appointed Paul Embregts, formerly supervisor at Quebec, manager of the Montreal central branch.

Robert Lafreniere, former supervisor in the Montreal 1 branch, has been appointed manager of the new Montreal Victoria Square branch.

Mr. Embregts joined the company at Quebec in 1947 and became supervisor in 1951.

Mr. Lafreniere started as an agent in the Montreal 1 branch in 1944, advancing to supervisor in 1946.

## New Building for Kraus

A new \$75,000 office building has been completed for the Arthur E. Kraus agency of Pacific Mutual Life at Los Angeles. The small, conference type offices, common to agencies, are convertible into spacious areas.

## Chicago Selection Men Choose Eubanks President

Lee Eubanks, United, was elected president of Chicago Home Office Life Underwriters Assn. at its May meeting. He succeeds Marion Spear, State Farm Life.

Eugene Hockett, Continental Assurance, is the new vice-president and F. J. McCarthy, Retail Credit Co., is secretary. A case clinic was held.

## Moses Smith to Retire

Moses W. Smith of Madison, Wis., since 1921 with Equitable Society, will retire this month. After spending part of the summer in Germany, he will resume personal production. Business associates honored Mr. Smith at a testimonial dinner. He is a past president of Madison Assn. of Life Underwriters. His sales force will be consolidated with the agency of William P. Walsh.



## A Forum FOR FIELD MEN

*You are looking at democracy in action.*

Our 7-man Field Advisory Board—elected annually by GUARDIAN managers throughout the country—meets regularly with GUARDIAN's President and his staff . . . to discuss recommendations from the field for improving our service and to give their opinion on changes proposed by the company.

Several years of experience with the GUARDIAN Field Advisory Board have proved that giving our field force a voice in the policy-making decisions of the company works

out to the best advantage of the company, the public and the high-calibre men and women who represent us in their communities.



LIFE—ACCIDENT AND HEALTH • OVER A BILLION DOLLARS INSURANCE IN FORCE

**The GUARDIAN** Life Insurance Company **OF AMERICA**

FIFTY UNION SQUARE • NEW YORK 3, N. Y.





## Not all great discoveries come from a test tube!

Many a Southland Life agent has discovered that opportunity with his company is limited *only* by his own ambitions. An expanding sales program, professional training and supervision, worthwhile incentive programs and a reputable company respected throughout the nation... these are but a few of the tools which the Southland Life Agent has at his disposal.

You can discover success and job-satisfaction as a Southland Life Underwriter. Write now, to the Home Office of Southland Life in Dallas... for additional information.

ASSETS OVER \$160,000,000  
Insurance in Force Over \$800,000,000  
Paid to Policyowners and Beneficiaries Over \$117,000,000  
54 BRANCH OFFICES

**Southland** Serving Since 1908  
**Life Insurance Company**

Home Office • Dallas  
Division Office • Washington, D. C.

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

## Does Your Agency Need More Working Capital?

## Want to Convert Your Interest to Cash...or Retire Completely?

We're Interested in the Purchase of Part or Complete Ownership of Established Agencies.

We're a responsible group of insurance executives interested in extending our activities as silent or active partners in established life and/or A. & H. and Hospitalization agencies. We can contribute experience and/or capital to the growth of your agency. Or we can make it possible for you to withdraw some of your personal capital or retire completely. Write today in detail, state premium volume, type of business in force, number of agents employed, commission income, expenses, type of agency contract, etc. All replies held in strict confidence. Write care of Shaw & Schreiber, Inc., 1420 Walnut St., Phila. 2, Pa.

## Goldstein Analyzes Tax Bill As It Affects Pensions

(CONTINUED FROM PAGE 9)

his computations through in order to make his contribution within the limited time he now has but will have the same time he will have for filing his return, which will include extensions.

In the case of the company which does not now have a profit-sharing plan, the present requirement that the employer contribute in accordance with a definite formula will be discontinued. This is another point that the agent can latch on to.

The employer will have complete freedom in deciding how much of his profits he wants to retain for business expansion, plant improvement, inventory increases, contingency periods, to absorb adjustments due to contract renegotiation, to pay dividends, or to be used for other purposes. He will be permitted to set up profit sharing plans and contribute as much or as little as he desires and at such times as he may choose. He will be in a position to determine each year the profits to be shared with his employees by a formula, if he so desires, by any method or procedure of determination he may decide on. Other business commitments and activities will not be hampered by rigid formula requirements.

He will be permitted to make his contribution out of either current or accumulated profits. The bill would permit the same deduction even if the contributions were used to purchase retirement annuities under a qualified non-trusted plan. In a plan of an affiliated group of employers, if a member is prevented from making a contribution because there is no current or accumulated profits, the contribution will be permitted to be made, for the benefit of the employees of the "loss" corporation by the members of the group that have profits. The contributing members would get the benefit of the deduction but the loss members would retain the benefits of credit carry-over.

Only 75% of the employer's contributions each year, and all of the amounts arising from forfeitures, will have to be allocated in proportion to compensation instead of following a definite predetermined formula, as under existing requirements. The other remaining 25% of the contributions will be permitted to be allocated in any manner desired, provided the total allocated to any participant does not exceed twice the minimum allocated to any lower-paid employee.

The company which has a profit-sharing plan which qualifies under existing laws need do nothing about it if it is satisfied to retain it as is, but will have to meet the new requirements as to prohibited transactions and allowable investments, and be subjected to the rules as to unrelated business activities and the filing of annual returns for the trust.

The company with a plan will be permitted to provide for the business executive who may now be prevented from participating or whose participation is limited because of unwieldy restrictions. It will be possible to give him an opportunity to share in the profits he helps to create.

The pending bill will reverse the tax treatment of the life insurance element under an exempt trust so that no part of the premiums paid on insurance contracts will be taxable to the



The career which led Andrew Jackson to the Presidency started in Nashville. When he first came to Nashville, his total worldly goods consisted of a rifle, three pistols, and \$180.00. Later he helped frame the constitution of the State of Tennessee, from which state he was elected to the Congress of the United States and in 1829, the Presidency. Andrew Jackson's Nashville home, the Hermitage, is an historic shrine visited by thousands annually.

The Life and Casualty Insurance Company began operations in 1903, issuing its first policy on September 14. At the close of 1953, the company's Golden Anniversary year, it had more than two and one-half million policies in force, for a total of \$1,057,000,000.00 of life insurance, in addition to a large accident insurance volume.

Life and Casualty and Nashville are growing together

**Life and Casualty**  
Insurance Company of Tennessee

Guilford Dudley Jr., President  
Home Office: Nashville, Tennessee

**Life Insurance in Force**  
**OVER ONE BILLION DOLLARS**



A Combination Company offering all forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident, and Credit Life Insurance.

**\$147,436,431**

Life Insurance in Force Dec. 31, 1953

**Our 47th Year of Service**

employee will be if part one tax gain tree

The tax-free if not p ently re

Mr. G pany tha plan or uring sa probably amende bill bec should v should v investig it might present "Grea ing oper to emplo ers thro it-sharin using M ing with plans, n look, an partake the good have a n the new sharing in those

Ayres as Gro



Carl

Canac OK fo

Raym tendent counsel, compani loans i national only 98% against Mr. Har great ex provision the diffe receivab visions i

Materic

In the Leonard bination five-poi tations MA, no April 16 the figu 52", not

Ups Te

Lower amount forn's newable nounced Annu \$5.81 p age 35, old rate a reduc written



employ participants, but the proceeds will be taxable when distributed, and, if part of a total distribution made in one taxable year, the long-term capital gain treatment will apply.

The new rules will make the \$5,000 tax-free death benefit applicable even if not paid under a contract as presently required.

Mr. Goldstein cautioned that a company that is considering a new pension plan or amending an existing one, covering salaried employees only, would probably do better if it installed or amended such a plan before the new bill becomes a law. This company should not take for granted that it should wait for the new law but should investigate immediately to see whether it might not be better off under the present law.

"Greater tax opportunities are being opened to the business executive, to employees generally, and to employers through qualified pension and profit-sharing plans," the agent can say, using Mr. Goldstein's words in speaking with the employer. "If you have plans, now is the time to take a new look, and see how to ease the load and partake of the greater advantages for the good of all concerned. If you do not have a plan, now is the time to study the new look in pension and profit-sharing plans and get ready to share in those greater advantages."

#### Ayres, Travelers, Retires as Group Sales Chief



Carl S. Ayres

Carl S. Ayres, superintendent of group sales for Travelers, has retired. He joined the company at Indianapolis in 1923, transferred to New York City in 1927, and went to the home office in 1930 as group supervisor, becoming superintendent in 1941.

#### Canadian 'FHA' Loans OK for N. Y. Insurers

Raymond Harris, deputy superintendent and New York department counsel, has ruled that insurance companies may invest in mortgage loans insured under the Canadian national housing act of 1954. While only 98% of the principal is insured as against 100% under the FHA loans, Mr. Harris said this difference is to a great extent counterbalanced by other provisions of the Canadian act and the difference in the ultimate amounts receivable under the insurance provisions is negligible.

#### Material Was Developed by LOMA

In the news article on a speech by Leonard W. Ferguson at LIAMA combination companies meeting, LIAMA's five-point selection test includes adaptations of material developed by LOMA, not LIAMA, as reported in the April 16 issue. Also, in the same story the figures should have been "40 of 52", not "40 of 32".

#### Ups Term Minimum, Cuts Rates

Lower rates and a higher minimum amount on Occidental Life of California's five-year convertible and renewable term policy have been announced.

Annual premium at age 16 is now \$5.81 per \$1,000, a reduction of 11¢; age 35, \$7.44 per \$1,000, 22¢ under the old rate; and at age 59, \$34.61 to mark a reduction of \$1.28. Minimum amount written is now \$5,000.

## LIFE WITH PROVIDENT

### Production Possibilities in Pensions

Many Provident Life Producers are using the advantages of Provident pension plans to build an excellent volume of quality life business. They can offer a plan which is individually designed to meet the client's needs . . . they can offer an attractive flexibility in employer payments . . . and a combination of a guaranteed interest accumulation of 2 $\frac{3}{4}$ % on employer deposits and ordinary life policies with high cash values and favorable conversion guarantees . . . plus, of course, close Home Office cooperation. Provident life men who specialize in this business are among our leading and most successful producers.



**PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY**

*Chattanooga—Since 1887*

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL



### New home for an old Canadian company

On completion, the imposing ten-story Confederation Life building will house the head office of one of Canada's—and North America's—oldest insurance organizations.

During the past 83 years, Confederation Life has grown and expanded until today it has more than one and a quarter billion dollars of life insurance in force.

**Confederation Life**  
ASSOCIATION

HEAD OFFICE

TORONTO, CANADA

A legal reserve company incorporated in 1871 by Act of the Parliament of Canada.

#### OFFICES IN:

Detroit	Pontiac	Flint	Midland
Lansing	Grand Rapids	Canton	Columbus
Cleveland	Elyria	Philadelphia	

## Underwriters in Dayton 'Teach' School Teachers

Dayton Assn. of Life Underwriters entertained 40 school teachers as part of the Business-Industry-Education day program sponsored by Dayton Chamber of Commerce to acquaint

teachers with the operation of local industries and businesses.

Talks at the morning session were given by Robert D. Slimmon, Aetna, on a "History of Life Insurance;" Walter H. Grundy, Connecticut Mutual, on "Contributions of Life Insurance to the Economic Structure;" Walter H.

Ziegler, Jr., Lincoln National, on the "Value of the Life Insurance Agent;" Ralph Johnson, Jefferson Standard, on "The March Through Life," and Robert Casey, Northwestern Mutual, on "What Life Insurance Means to Our Families and Business." Emil Stammen, Monumental Life, presented a movie, "For Some Must Watch."

The afternoon session was opened by Maurice E. Mitchell, Occidental Life, who gave an exhibition of magic. Arthur E. Hild, Prudential, talked on "Life Insurance in the Schoolroom;" Leslie VanTine, Metropolitan, discussed "Weekly Premium Insurance," and Henry S. Stout, John Hancock, Dayton Mayor and a national trustee, talked on "Look Thou Character."

Louise G. Kelly, State Mutual, was hostess and Robert D. Smith, Massachusetts Mutual, was chairman of the program.

## Dr. Huebner Completes Southern Speaking Tour

Dr. S. S. Huebner, president emeritus of the American College, has completed a tour of the south, where he spoke extemporaneously on insuring the life value and professional progress in life underwriting before groups in New Orleans, Houston, Dallas, Oklahoma City and Memphis.

In New Orleans Dr. Huebner addressed the student body of Tulane's school of business. He spoke at Houston and Memphis before the local CLU chapters. At Dallas he addressed a luncheon sponsored by the local CLU chapter, General Agents & Managers Club, and the local life underwriters association, later speaking before students majoring in insurance at Southern Methodist University.

## Tax Changes Would Exempt DBL of Self Insurers

Sections 104 and 105 of the proposed revenue revision bill would permit exemption of payments for injury or sickness whether made through insurance or directly by self-insurers, up to a maximum of \$100 a week. Payments made by a self-insurer would have to be made under qualified plans. Section 106 of the proposed bill would codify the existing Treasury ruling that contributions by an employer for disability benefits are not to be included in the gross income of employees.

## Pru Names Adams at Chicago

Prudential has appointed Henry W. Adams manager of the Calumet Gateway district office in Chicago, succeeding Marion J. Morris, recently transferred to the Jefferson Park district in Chicago. Mr. Adams joined the company at Chicago in 1937 and went to the home office as a training consultant in 1951.

## EVERYONE'S TALKING!

OUR GENERAL AGENTS—  
ABOUT CROWN LIFE'S

- Lower rates
- New Policy Plans
- Greater Opportunities



BROKERS AND SURPLUS WRITERS—ABOUT CROWN LIFE'S

- Ability to provide the extra services they need.

POLICY OWNERS—ABOUT CROWN LIFE'S

- Low cost protection
- Understandable policies
- Our outstanding record of achievement

For comparisons at a glance — ask for Crown Life's dial-a-rate card — rates at all ages for most plans with a flick of the finger.

We are talking about further expansion.

## CROWN LIFE INSURANCE COMPANY

HOME OFFICE, TORONTO, CANADA

Over One Billion in force in our 53rd year

Licensed in: Alabama, Alaska, Arizona, Arkansas, California, Colorado, District of Columbia, Florida, Georgia, Hawaii, Idaho, Indiana, Kansas, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Pennsylvania, Puerto Rico, Texas, Virgin Islands, Washington, AND NOW IN TENNESSEE, OUR 25th STATE.

## WHO SAID "RECESSION" ???

It couldn't have been us, for our sales have been looking mighty good. In fact, March topped every similar month in the history of the Company. We began re-tooling for tough competition when we introduced our Gold Standard Ordinary Life Policy (beats the rates of all American competition) last summer. There's even more to come! If you're beginning to believe this recession hokey you'd better write us.

Harry V. Wade, President

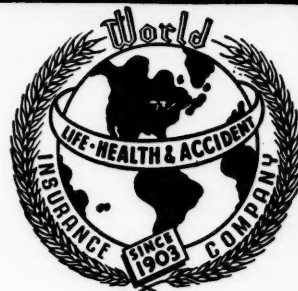
STANDARD LIFE INSURANCE CO. of IND.

INDIANAPOLIS, INDIANA

GENERAL AGENCIES OPEN IN Arkansas • Arizona • California • Delaware • Florida • Georgia • Illinois • Indiana • Kentucky • Louisiana • Maryland • Michigan • Missouri • New Mexico • Pennsylvania • Tennessee • Texas • Virginia • West Virginia



In the insurance world  
It's World Insurance



General Agency Openings  
in Texas, Tennessee  
and No. Dakota

Represent World with a complete line of Life, Accident and Sickness insurance. A most valuable contract with fully vested renewals.

WRITE IN COMPLETE CONFIDENCE  
CHAS. P. GISH, Agency Vice Pres.

WORLD INSURANCE COMPANY  
Home Office  
WORLD INSURANCE BUILDING  
OMAHA, NEBRASKA

Over 1,500,000 School Children  
are insured by World



SECURITY AND SERVICE

Boston Mutual is constantly reviewing policyholder programs to make sure they meet with changing family needs.

## Accidents as Killer

More than 65 die as a result of accidents each day except cancer, port. A policyholder's accident tor vehi of ever sengers trians. are fall other ing.

The interest spend a in and a ter of t home p equipm the Am

## Moore West

Acaci Mooers agencie vice-pr to activ ed Acaci in 1932, to beco Columb vice-pr

## Thailand Health

Suvij finance Western Cal., as welfare Mr. V aids, w ton, Ch gate po age and workm

## Sexton of Life

Thom stitute o rector o division has bee Editor o charge the dire sion of

## To Re

U. S. agency Presiden who en Mutual Union o air forc

## Kurz A

Acaci M. Kurz He was fore ent he has Central

## Equital

New Iowa d 322,221, four m creasing new hi Ellison, placed



## Accidents Rank Third as Killer of Women

More than 22,000 women at ages 15 to 65 die each year in the United States as a result of accidents, a larger number than from any other cause of death except the cardiovascular diseases and cancer, Metropolitan statisticians report. Among the company's industrial policyholders, more than half of these accidental deaths are the result of motor vehicle mishaps, in which four out of every five women killed are passengers or drivers, the others pedestrians. Other causes, in order of rank, are falls, conflagrations and burns by other means, drowning, and poisoning.

The report considers of particular interest the fact that, although women spend a large proportion of their time in and about the home, only one-quarter of the fatal accidents occur on the home premises, indicative that modern equipment and appliances have made the American home a much safer place.

## Mooers Acacia West Coast Chief

Acacia Mutual has appointed Sam Mooers regional director of west coast agencies. He recently resigned as field vice-president and a director to return to active field work. Mr. Mooers joined Acacia in 1925, became secretary in 1932, and in 1937 resigned that post to become manager in the District of Columbia. A CLU, he was made field vice-president and a director in 1939.

## Thailand Visitors Study Health, Welfare Plans

Suvijahara Varavarna, minister of finance of Thailand, visited California-Western States Life in Sacramento, Cal., as part of a study of health and welfare insurance of the United States.

Mr. Varavarna, accompanied by two aids, was scheduled to visit Washington, Chicago and New York to investigate possible programs of health, old age and unemployment insurance and workmen's compensation for Thailand.

## Sexton Joins Institute of Life Insurance

Thomas J. Sexton, has joined the Institute of Life Insurance as assistant director of the promotion and advertising division. For the past several years he has been with Mutual Benefit Life as Editor of *The Pelican*, house organ, in charge of direct mail, and assistant to the director of the sales service division of the agency department.

## To Represent U. S. Life

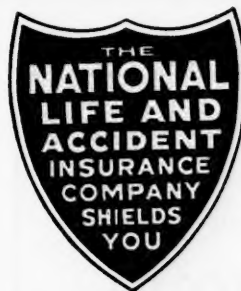
U. S. Life has appointed Wharton agency of St. Louis as general agent. President and owner is Frank J. Ryan, who entered insurance with Phoenix Mutual at Albany and in 1948 joined Union Central at St. Louis. He is an air force veteran.

## Kurz Associate Manager

Acacia Mutual has appointed John M. Kurz associate manager at Chicago. He was with Montgomery Ward before entering insurance. Most recently he has been Wisconsin manager for Central Standard Life.

## Equitable in Force Hits Peak

New paid production in Equitable of Iowa during April amounted to \$10,322,221, bringing the total for the first four months to \$43,617,050, and increasing life insurance in force to a new high of \$1,322,914,749. Hoey and Ellison, New York general agency, placed first among all agencies.



## IT TAKES MORE THAN FIGURES

The year-end figures have all been published and most everybody reported new highs. We had some pretty big figures ourselves, with our best year's growth in 1953.

But the most valuable asset of all doesn't appear in the statement.

It's the great force of Shield Men who represent this Company in the Field, who themselves reached a new high in 1953 in sales and service. They are headed for another great year in 1954.

## THE NATIONAL LIFE and Accident Insurance Company

Nashville, Tenn.

Edwin W. Craig  
Chairman

Eldon Stevenson, Jr.  
President

## A Complete Line of Coverage

Life Insurance      Accident & Health  
Hospitalization      Medical-Surgical

Excellent Opportunities for Capable Salesmen

## Bankers Life & Casualty Company

John D. MacArthur, President

Chicago 30, Illinois

celebrating

**25 Years of service!**

with life insurance in force exceeding

**\$551,000,000.00**

Life

A &amp; H

Group

Franchise

Hospitalization

Brokerage

Reinsurance

**PLUS:** One of the most advanced agent's training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions . . . Company outings . . . App-A-Week clubs and agent contests . . . the finest insurance plans.

**REPUBLIC NATIONAL**  
LIFE INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas



## Bill Nalac's corner

Home office people usually take a lot of ribbing, but this gang of ours have really earned their salt lately.

You know, a year ago they made a suggestion that some folks might call "heresy." They were for "out-lawing" the rate book.

"Why," they said, "couldn't rates—values—visual material—underwriting information—all the data a man needs to sell Life and A&H be put into one book—a looseleaf deal with pictures, color, glamour, appeal?"

Well—they've done it. And bless their hearts, it's the slickest thing you ever saw.

A multi-ring 8½"x11" binder with a split-page set-up is what it is, with rates in the upper section—other data below—and plenty of color to help you find your way around—blue—brown—green—orange—beige.

And—oh yes—it isn't called a rate book at all. It's called "Nalac Security Plans."

Heresy? Of course not—just plain good merchandising—the kind that will certainly mean a lot of extra dollars in every Nalac's bank account by the end of the year.

HOME OFFICE:

MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND J. E. SCHOLEFIELD, C.L.U.  
President ★ Vice President—Director  
of Agencies

**NORTH AMERICAN**

Life and Casualty Company  
ESTABLISHED 1896

LIFE • ACCIDENT • SICKNESS • HOSPITAL • GROUP

## 1,492 Leading Agents Qualify for '54 MDRT

(CONTINUED FROM PAGE 1)

Cal.; Abner A. Simonton, National of Vermont, Atlanta; Albert Lee Smith, Jefferson Standard Life, Birmingham; Walter F. Szwed, Acacia Mutual Life, Detroit; Laurence G. Thebaud, Massachusetts Mutual, Buffalo; George Twigg, Jr., New England Mutual, Boston; Charles W. Wicks, New York Life, Fresno; W. Hayden Wilson, New England Mutual, Pittsburgh.

### LIFE & QUALIFYING REPEATING

Karl Bach, Penn Mutual Life, San Francisco; W. E. N. Bell, Manufacturers Life, Toronto, Ont.; Harold W. Beyer, Independent, Allentown, Pa.; Reed W. Brinton, New York Life, Salt Lake City; Royall R. Brown, Northwestern Mutual, Winston-Salem, N. C.; Earl V. Carlin, independent, Columbus; Warren E. Clark, Northwestern Mutual, Milwaukee; John E. Clayton, Massachusetts Mutual Life, Newark, N. J.; William T. Cline, Continental Assurance, Chicago; Herbert F. Clute, State Mutual Life, Newark; S. Hume Crawford, Manufacturers Life, Toronto, Ont.; Charles A. Cummins, Equitable Society, Chicago; J. Welldon Currie, New England Mutual, Miami; Russell R. Daniels, Kansas City Life, Washington, D. C.; William D. Davidson, Equitable Society, Chicago.

Edwin G. Davies, Manufacturers Life, Los Angeles; Arnold Domenici, New York Life, New York; Francis B. Donovan, Northwestern Mutual, Peterborough, N. H.; James J. Durkin, Sr., Philadelphia Life, Dallas, Pa.; Herman Duval, Northwestern Mutual, New York; Arthur A. Ebensten, Union Central Life, Beverly Hills, Cal.; Herman C. Edwards, Equitable Society, Chicago; Frank M. Engle, Northwestern Mutual, Tulsa; Ben Feldman, New York Life, East Liverpool, O.; Erwin W. Fenzau, Mutual Benefit Life, Chicago; S. Henry Foreman, Mutual of New York, Chicago; Clyde H. Fuller, Northwestern Mutual, Milwaukee; Nathan I. Gordon, Connecticut Mutual, Cleveland; A. Robert Groenke, Mutual Benefit Life, Cincinnati; George H. Gruendel, New England Mutual, Chicago.

James Martin Hamill, Equitable Society, San Francisco; James G. Harding, Northwestern Mutual, Portland; Carl E. Harris, Equitable Society, Chicago; Paul A. Hazard, Jr., New England Mutual, Chicago; Herchell A. Henry, New York Life, Columbus, O.; Edward C. Hoelscher, Northwestern Mutual, Chicago; Robert C. Holland, New York Life, New York; Alfred S. Howes, Connecticut Mutual, New York; Oscar Hurt, Jr., State Mutual Life, Memphis; Charles G. Keehner, Massachusetts Mutual, Oakland, Cal.; John Kellam, National Life of Vermont, New Canaan, Conn.; Harold C. Kenyon, Home Life of New York, Lake City, Mich.; Charles J. King, Mutual Benefit Life, Kansas City, Mo.; Eugene M. Klein, Northwestern Mutual, Cleveland; Ray H. Kohl, Northwestern Mutual, Pittsburgh.

V. John Krehbiel, Aetna Life, Los Angeles; Maurice Linder, Travelers, New York; Ned C. Litwack, John Hancock, Newark; Isaac Loskove, State Mutual Life, Memphis; Ben S. McGivern, Northwestern Mutual, Chicago; Jack A. McKnight, Home Life of New York, Grand Rapids, Mich.; Willis F. McMartin, Northwestern Mutual, New York; Marcus D. Mason, Northwestern Mutual, New York; Max M. Matson, Mutual Benefit Life, Cleveland; Vincent A. Milette, Northwestern Mutual, Newark; Percy T. Morioka, Manufacturers Life, Honolulu, T. H.; Franklin A. Morse, Northwestern Mutual, Salt Lake City; Edward G. Mura, New England Mutual, Kansas City, Mo.; Robert E. Nathan, Equitable Society, Chicago; Howard Neal, independent, Los Angeles.

Francis R. Olsen, Northwestern Mutual, Minneapolis; A. J. Ostheimer, III, Northwestern Mutual, Philadelphia; Henderson L. Peebles, Northwestern Mutual, Charleston, W. Va.; Robert B. Pitcher, John Hancock, Boston; Ernest M. Pomeroy, Sun Life Assurance, Philadelphia; James F. Poole, Guardian Life, Atlanta; R. Joyce Portnoy, Crown Life, St. Louis; C. Lamont Post, independent, New York; James H. Prentiss, Jr., New England Mutual, Chicago; David M. Prince, Northwestern Mutual, Richmond, Va.; A. Everett Riley, New York Life, Kansas City, Mo.; C. Rigdon Robb, Northwestern Mutual, Chicago; Paul Rosenbaum, Sun Life Assurance, Philadelphia; Leon I. Rothchild, Northwestern Mutual, Beverly Hills, Cal.; H. Ben Ruhl, Northwestern Mutual, Detroit.

Sam H. Rumph, Northwestern Mutual, Atlanta; Edward Russo, Northwestern Mutual, Baltimore; John M. Russon, Massachusetts Mutual Life, Los Angeles; Sidney Salomon, Jr., Crown Life, St. Louis; H. Karl Schuettler, Northwestern Mutual, Appleton, Wis.; Herbert J. Schwahn, Northwestern Mutual, Milwaukee; George S. Severance, Ohio National Life, Chicago; Roy H. Sheldon, Equitable of Iowa, Los Angeles; Lawrence E. Simon, Massachusetts Mutual Life, New York; Max Slater, Massachusetts Mutual Life, Boston; Loren D. Stark, Connecticut Mutual Life, Houston; Harry Steiner, Equitable Society, Chicago; Ron Stever, Equitable Society, Los Angeles; Deal H. Tompkins, Northwestern Mutual, Charleston, W. Va.; T. Westley Tuttle, Northwestern Mutual, Milwaukee.

Malcolm D. Vail, Northwestern Mutual, Chicago; George M. Venable, Northwestern Mutual, Columbus, Ga.; Julian D. Walter, Northwestern Mutual, Chattanooga, Tenn.; Norman Warren, New York Life, New York; Robert E. Watson, Occidental of California, San Francisco; Sidney Weisman, Northwestern Mutual Life, Detroit; Stewart H. Welch, Jr., Connecticut Mutual Life, Birmingham, Ala.; Philip H. Zimmerman, Mutual Benefit Life, Clarence, N. Y.

### QUALIFYING REPEATING

Cecil Alexander, Equitable Society, Chicago; Raymond H. Bradstreet, New England Mutual, Los Angeles; Colin M. Brown, London Life, London, Ont.; Thomas E. Burke, New England

Mutual, Boston; Jack C. Bushman, Travelers, Montgomery, Ala.; Charles P. Carey, Northwestern Mutual, Los Angeles; Earl J. Christ, Occidental Life, Dearborn, Mich.; Charles Clementson, Jr., Massachusetts Mutual, Orlando, Fla.; Chauncey D. Cowles, Jr., Northwestern Mutual, Buffalo; Jens M. Dellert, independent, Chicago; G. Wendell Dygert, Northwestern Mutual, Fort Wayne, Ind.; James W. Emsminger, Massachusetts Mutual, Chicago; Herbert T. Etheridge, Jr., Southwestern Life, El Paso; J. Edward Fein, New York Life, Chicago; Robert Alan Fein, Northwestern Mutual, Cleveland.

E. A. Hasek, Northwestern Mutual, Kansas City, Mo.; Paul De F. Hicks, Equitable Society, New York; Walter J. Hodes, Northwestern Mutual, Cleveland; Philip I. Holway, Connecticut General, Hartford; Russell L. Law, Northwestern Mutual, Baltimore; Andrew P. Lee, Union Mutual Life, New York; Donald R. Moffett, New England Mutual, New York; Maurice T. Palmer, Massachusetts Mutual, Chicago; Hunter C. Parker, New York Life, Honolulu, T. H.; Gerald M. Penley, New York Life, Casper, Wyo.; D. Miley Phipps, New England Mutual, Cleveland, Mo.; Frank Foote, New York Life, Kansas City, Mo.; Elmer C. Frahl, Massachusetts Mutual, Milwaukee; Rulon E. Rasmussen, New York Life, Phoenix, Ariz.

Bernardine B. Rekus, New York Life, Chicago; William H. Richardson, Northwestern Mutual, Detroit; George W. Saam, Great Southern Life, Fort Worth; Joseph Schwartz, independent, Los Angeles; Charles F. Stansberry, Jr., Northwestern Mutual, Joliet, Ill.; Mary K. Stuart, Franklin Life, State College, Pa.; Cornelius T. Tew, Franklin Life, Coral Gables, Fla.; Judson A. Thompson, Equitable Society, Memphis; Daniel H. Treloar, Jr., Northwestern Mutual, New Castle, Pa.; Horace H. Wilson, Equitable Society, New York.

### LIFE

C. Vivian Anderson, Provident Mutual, Cincinnati; Philip T. Aubin, Connecticut General, Chicago; E. H. Bachschmidt, Jefferson Standard, Arlington, Va.; Roswell P. Bagley, Northwestern Mutual, Buffalo; Samuel M. Barg, independent, New York; Charles S. Beck, Northwestern Mutual, Toledo O.; Mildred B. Behr, Equitable Society, Chicago; Emmette E. Blacamp, Franklin Life, Beaumont, Tex.; Robert L. Blue, Continental Assurance, Miami; Stanley A. Borchardt, Northwestern Mutual, New York; Paul Bordlee, Prudential, New Orleans; Eldon G. Bradshaw, New York Life, Coronado, Cal.; Shirley Brakefield, Monument Mutual Life, Houston; Robert Brilliande, Financial Security Life, Honolulu, T. H.; Kenneth G. Brown, Canada Life Assurance, Hamilton, Ont.; Leon A. Brown, Excelsior Life, Winnipeg, Man.; Norbert J. Busch, Prudential, Pullman,

## WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—  
LIFE EDITION

### FEDERAL JUDGE AGE 41

Graduate of Williams and Harvard Law. Former State Insurance commissioner desires to return to private business and associate himself with Life, Fire or Casualty company in legal department.

Box Z-1,

The National Underwriter Co.,  
175 W. Jackson Blvd.,  
Chicago 4, Ill.

### ACTUARY, LIFE

Fellow or Associate for Philadelphia Employee Benefit Plan Consultant. Experience in both Insured and Uninsured plans helpful. Give full details in first letter. Address Y-80, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### EXPERIENCED INSURANCE JOURNALIST

wanted by leading trade magazine at Chicago. This is a good position for the man who can take on responsibility. Salary open. Reply to Z-8, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Wash.:  
Personnel  
Carver, S.  
C. Clark  
Crowley,  
R. Dash  
Daniel E.  
delphia;  
Vermont  
Society,  
American  
Northwe  
Farber,  
C. Feldm  
F. W. Fe  
C.

William  
Richmon  
Society,  
Standar  
gelman,  
am L. F.  
Frank H.  
Del.: E  
Forest,  
of New  
depende  
New Yo  
nental A  
Northwe  
Hopkins  
ren J. H  
peg, M  
tual, Bo

Dean  
T. H.: F  
tual, Det  
Mutual,  
Mutual  
A. Jun  
Frank J.  
apolis:  
N. J.: M  
Life, Ne  
Life, Ch  
San Ant  
Newark;  
cock, in  
Benedi  
Fidelity  
Louis  
kee; Joh  
D. C.:  
Rock; F  
New Yo  
Lincen  
J. Moler  
D. C.: G  
Indiana  
ers Nap  
castle, J  
W. Mur  
Tex.: H  
all Life  
Equitabl  
Manufa  
Pfeil, E  
Poling,

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu

Walter  
folk; Si  
anapolis  
New Yo  
son, Car  
indep  
dian Li  
Jr., Joh  
song, N  
Rutledge  
ton, D.  
sett, M  
Indiana  
drick, I  
M. Sisk  
Samuel  
Charles  
DeWitt  
Bruce S  
son Tern  
Harry E  
town, P  
lows, S  
Mutual  
Union C  
Waller,  
Wallace  
Plains,  
Life of  
Massach  
V. Wint  
folk; T  
Honolu



Wash.; Eugene G. Carrington, Government Personnel Mutual, San Antonio; Weldon G. Carver, Southwestern Life, San Antonio; Dana C. Clarke, Independent, New York; James B. Crowley, Mutual Benefit Life, Chicago; Shirley R. Daskill, Lincoln National Life, Norfolk; Daniel E. Dean, Northwestern Mutual, Philadelphia; Harold T. Dillon, National Life of Vermont, Atlanta; M. J. Donnelly, Equitable Society, New Castle, Pa.; Charles H. Earl, American Life, Dallas; Ernest H. Earley, Northwestern Mutual, New York; Harold D. Farber, Security Mutual Life, Buffalo; Israel C. Feldman, Equitable Society, Philadelphia; F. W. Felkel, American National, Anderson, S. C.

William B. Ferrell, Home Life of New York, Richmond, Va.; Samuel W. Fields, Equitable Society, Philadelphia; Duncan J. Finlayson, Standard Life, Toronto, Ont.; David B. Fluegelman, Connecticut Mutual, New York; William L. Fowler, Lincoln National Life, Norfolk; Frank B. Francis, Independent, Wilmington, Del.; Ethel E. Gwinn, Independent, River Forest, Ill.; Thomas D. Harvey, Mutual Life of New York, Dallas; Edwin Shields Hewitt, Independent, Libertyville, Ill.; Paul Heymann, New York Life, Providence; Max Hill, Continental Assurance, Tampa; J. Frank Holmes, Northwestern Mutual, Indianapolis; Albert Hopkins, Penn Mutual Life, New York; Warren J. Hopwood, Jr., Great-West Life, Winnipeg, Man.; Lawrence L. Howard, Fidelity Mutual, Boston.

Dean Y. Ishii, Prudential, Kapaa, Kauai, T. H.; Royse W. Jackson, Massachusetts Mutual, Detroit; William B. Jadden, New England Mutual, Los Angeles; William E. Johnson, Jr., Mutual Benefit Life, Nashua, N. H.; Elmer A. Junker, New York Life, Modesto, Cal.; Frank J. Koors, Northwestern Mutual, Minneapolis; Robert Kruh, Guardian Life, Newark, N. J.; Matthew J. Lauer, Continental American Life, New York; Marc A. Law, Mutual Benefit Life, Chicago; Ralph G. Lawrence, Time Life, San Antonio; Sidney E. Leiwant, Independent, Newark; Walter B. Lichtenstein, John Hancock, Indianapolis; Henry Y. F. Lung, United Benefit Life, Honolulu, T. H.; Harry N. Lyon, Fidelity Mutual Life, San Francisco; John D. A. McDonald, Excelsior Life, Toronto, Ont.

Louis E. Madden, Kansas City Life, Milwaukee; John D. Marsh, Independent, Washington, D. C.; Joe S. Maryman, Aetna Life, Little Rock; Raymond T. Maurey, Mutual Life of New York, Bradford, Pa.; Charles S. Miller, Lincoln National Life, Tyner, Ind.; Col. Daniel I. Moler, Lincoln National Life, Washington, D. C.; Guy E. Morrison, Northwestern Mutual, Indianapolis; G. M. Barry Morton, Manufacturers Life, Montreal, Que.; William H. Mountcastle, John Hancock, Honolulu, T. H.; Cecil W. Murray, Great Southern Life, Huntsville, Tex.; H. Kennedy Nickell, Connecticut General Life, Chicago; Edward W. O'Shaughnessy, Equitable Society, Chicago; James H. Peters, Manufacturers Life, Toronto, Ont.; John M. Pfeil, Equitable Society, Pittsburgh; Doyt C. Poling, Prudential, Louisville.

Walter L. Pool, Lincoln National Life, Norfolk; Sidney Rice, Fidelity Mutual Life, Indianapolis; Orlyn N. Robertson, Mutual Life of New York, Santa Ana, Cal.; Duncan S. Robinson, Canada Life, New York; Hyman Rogal, independent, Pittsburgh; Walter C. Ross, Guardian Life, Milwaukee; Charles T. Rothermel, Jr., John Hancock, Chicago; John R. Routson, New York Life, Los Angeles; Allan Rutledge, Jr., Minneapolis Mutual, Washington, D. C.; George H. Schumacher, Massachusetts Mutual, Cleveland; Julian W. Schwab, Indianapolis Life, Indianapolis; Robert Sheldrick, Northwestern Mutual, Newark; Louis M. Sisk, Sr., Bankers of Iowa, Milwaukee; Samuel Soforenko, New York Life, Providence; Charles F. Steinhof, Home Life, New York; DeWitt A. Stern, independent, New York; Bruce Sweet, Berkshire Life, Buffalo; G. Gilson Terriberry, Mutual Benefit Life, New York; Harry E. Thoms, Jr., Philadelphia Life, Norristown, Pa.; Loyd W. Uebels, Northwestern Mutual, Chicago; John M. Utter, Equitable of Iowa, Seattle; Hal Van Cleve, Massachusetts Mutual Life, Los Angeles; Robert G. Wall, Union Central Life, San Francisco; Charles T. Waller, American National, Lawton, Okla.; Wallace N. Watson, Mutual Benefit Life, White Plains, N. Y.; Clyde R. Weiman, National Life of Vermont, Memphis; J. Hawley Wilson, Massachusetts Mutual, Oklahoma City; Harry V. Winfree, Jr., Lincoln National Life, Norfolk; Takao Yamauchi, United States Life, Honolulu, T. H.

## Republic Names Walters

Charles D. Walters has been appointed training assistant at Republic National's Dallas home office to assist in supervision of agents' correspondence courses and in teaching underwriters. He has been in insurance as an agent four years and is a graduate of Southern Methodist University's institute of insurance marketing and LUTC courses.

## Prudential Promotes Bluemel

Harold E. Bluemel, Prudential staff manager in the San Bernardino, Cal., district agency, has been promoted to manager of the company's newly established Riverside office. A navy veteran of the last war, Mr. Bluemel joined Prudential in 1941 as agent at Los Angeles. In 1950 he was transferred to San Bernardino and a year later became staff manager there.

## Home Life Conducts 4-Day Managerial Meet at Rye

(CONTINUED FROM PAGE 6)

who has become established continues to need inspiration.

Mr. Walsh cited as an example of the manager's role the organization of "activity" programs with some special incentive to be "top man" in the agency. He indicated that few men ever lose interest in earning more money these days and it's the manager's place to show each man how increased activity with clients will result in his being able to more nearly satisfy his own and his family's material needs. Mr. Walsh also emphasized the importance of periodic "How Are You Doing?" interviews between manager and agent. By this means, he said, the manager can sharpen the satisfaction his men are getting from their work and discover in advance situations which may develop into future agency problems.

One morning of the conference was devoted to a discussion of "Field Management—the Manager's Responsibility in Group." Gerald K. Rugger, manager of group insurance, served as chairman. Vice-president Howard C. Spencer stated that since the start of its group insurance activity, it has been the company's policy to give Home Life's own field organization as well as brokers an opportunity to be a primary source of group business.

Discussion brought out the ways in which the home office was prepared to assist the manager to discharge his responsibility in motivating and directing agents in group operations.

It was also pointed out that in the past 18 months the size of the company's group field organization doubled and additional offices were opened in New York City, Boston, Richmond, Detroit, Syracuse, Los Angeles, and San Francisco.

Home Life's decision to liberalize certain occupational ratings was announced at the meeting by Robert B. Cunningham, underwriting secretary. He said a number of former extra premiums have been drastically reduced. In addition, the preferred classification has been extended to include a number of occupations that formerly did not qualify for preferred insurance.

Vice-president Owen C. Lincoln told the managers of a number of new underwriting procedural changes. He announced that withdrawal restrictions which have been applied to the company's settlement options since 1940 have now been eliminated.

The Home Life Agency Assn. elected these officers: Arthur D. Sutherland, Detroit, president; Harry Lee Hamilton, Louisville, vice-president; and Hugh Davy, San Francisco, secretary-treasurer. The agency association is composed of all of the company's managers.

## R. H. Ellis Becomes V-P of Lincoln Income Life

R. H. Ellis has been advanced from secretary to vice-president of Lincoln Income Life, succeeding John T. Acree, Sr., who died in March. Lawrence A. Olges, assistant secretary, was promoted to succeed Mr. Ellis and George K. Seitz was advanced from comptroller to agency secretary.

Mr. Ellis started with Lincoln Life and Accident at Oklahoma City in 1931, moving to Louisville when the company merged with Income Life of Louisville. In 1937 he became assistant secretary of Lincoln Income, was promoted to manager of the ordinary department in 1943 and became sec-

retary in 1947. He has been a director since 1949.

Mr. Olges joined the company in 1938 and was elected assistant secretary in 1947. Mr. Seitz, who has been with the company since military service in the last war, has been accounting supervisor, manager and comptroller.

## Would OK World Bank Securities

WASHINGTON, D. C.—A bill has been introduced in the House that would permit investment of funds of insurance companies organized in the District of Columbia in obligations of the International Bank for Reconstruction & Development.

★ 1953 ★

By All Odds

The Best Year In Our History

New Business .....	Gain	17.0%
Insurance in Force .....	Gain	9.8%
Income .....	Gain	8.4%
Assets .....	Gain	9.1%
Surplus .....	Gain	18.6%

THE COLONIAL LIFE INSURANCE COMPANY

OF AMERICA

East Orange

New Jersey

"Since 1897"

## GUARANTEE FUTURE PROTECTION

With life insurance, carefully planned for your individual family needs by the Praetorians... experienced in protective benefits for over 55 years.

SINCE 1898

THE PRAETORIANS  
Life Insurance  
DALLAS, TEXAS

## MR. OSLICO SAYS:



FRANK L. BARNES 1st V.P. and DIRECTOR OF AGENCIES

Write  
for  
OSLICO  
agency  
opportunities  
in the  
states  
of  
Maryland  
and  
Virginia

## ACTUARIES

## CALIFORNIA

COATES, HERFURTH &  
ENGLAND

## CONSULTING ACTUARIES

San Francisco Denver Los Angeles

RON STEVER and COMPANY  
CONSULTING ACTUARIES

## EMPLOYEE BENEFIT PLANS

H. M. Sarason, F.S.A. K. C. Stever, C. P.A.  
Los Angeles and San Francisco

## GA.-VA.-N.Y.

BOWLES, ANDREWS &  
TOWNE

## Consulting Actuaries

## Employee Benefit Plans

Atlanta • Richmond • New York

GEORGIA &  
MICHIGAN

## ALVIN BORCHARDT &amp; COMPANY

## CONSULTING ACTUARIES

## AND

## INSURANCE ACCOUNTANTS

911 KALES BLDG., DETROIT 26, MICH.  
1315 WILLIAM OLIVER BLDG., ATLANTA, GA.

## ILLINOIS

## CARL A. TIFFANY &amp; CO.

## CONSULTING ACTUARIES

221 West Wacker Drive  
CHICAGO 6  
Telephone FRanklin 2-2633

## ILLINOIS (Cont.)

## Harry S. Tressel &amp; Associates

## Certified Public Accountants

## and Actuaries

10 S. La Salle St., Chicago 3, Illinois

Telephone FRanklin 2-4020

Harry S. Tressel, M.A.I.A.

M. Wolfman, F.S.A. Wm. H. Gillette, C.P.A.

N. A. Moscovitch, A.S.A. W. P. Kelly

Robert Murray

## CHASE CONOVER &amp; CO.

## Consulting Actuaries

## and Certified Public Accountants

M. F. BRENNAN, M.C.A.

A. S. BOYD, JR., KENNETH CAMDEN, C.P.A.

Telephone FRanklin 2-3863

135 S. La Salle St. Chicago 3, Ill.

INDIANA &  
NEBRASKA

## Haight, Davis &amp; Haight, Inc.

## Consulting Actuaries

ARTHUR M. HAIGHT, President

Indianapolis Omaha

## NEW YORK

## Consulting Actuaries

## Auditors and Accountants

## Wolfe, Corcoran &amp; Linder

116 John Street, New York, N. Y.

## PENNSYLVANIA

## FRANK M. SPEAKMAN

## CONSULTING ACTUARY

## ASSOCIATE

E. P. Higgins

THE BOURSE

PHILADELPHIA

Welfare Plans Must Meet  
Obligations: Bohlinger

(CONTINUED FROM PAGE 8)

insurers. Premiums paid by union welfare plans to insurers for life and health insurance benefits amounted to 65% of the contributions received from employers in the case of those plans which purchased insurance for all or part of the benefits granted by them, the department's study showed. Insurers received almost \$152 million in premiums from union welfare plans operating in New York state 1949 to 1953 and paid out about \$126 million, or 84% of premiums in benefit payments and dividends. This is an impressive record.

However, he said, the high average of benefit payments by insurers tended to conceal the poor performance of the few companies that were paying excessive commissions and fees.

Benefit payments by self-administered plans averaged 44% of contributions. This appears to stem not only from abuses but also from the not uncommon policy of continually adding a

large percentage of each year's contributions to surplus. A reasonable surplus is fine but not at the expense of paying benefits in reasonable proportion to contributions currently being made by employers, he said.

About 55% of the firms responding to the insurance department's questionnaire reported that exclusive of union welfare plan benefits, they were providing employees with some form of life and health insurance including cash disability, hospital, medical and surgical benefits. For the most part these were insured plans.

## Name Fitzsimmons V-P

Western Indemnity Life has elected George W. Fitzsimmons vice-president and agency director. He was with Continental Casualty 17 years.

## Great West's April up 40%

Great West Life's new business for April showed a 40% increase over the same month of last year. Group sales accounted for a substantial portion of the total, which amounted to \$35,517,827. The Chicago agency led the company for the month with \$2,054,732.



# A WHOLE LIFE PLAN TO PLEASE YOUR CANNY BUYERS

For a guaranteed low cost Whole Life Plan, careful buyers are choosing the Manufacturers Life's Guaranteed Maximum Protection Plan.

G.M.P. offers ideal life coverage for the young family man whose need is for maximum protection per premium dollar plus the accumulation of an emergency cash reserve. G.M.P. will also meet the needs of discriminating business executives who want maximum coverage for a fixed dollar amount.

G.M.P. is a non par plan — minimum coverage \$5,000 — which is issued both Standard and Substandard.

## CONTACT ONE OF THESE BRANCHES FOR MORE INFORMATION

Baltimore	Detroit	Los Angeles	Portland
Chicago	Hartford	Newark	Saginaw
Cincinnati	Honolulu	Philadelphia	San Francisco
Cleveland	Lansing	Pittsburgh	Seattle

Licensed in Dist. of Columbia, Arizona, Delaware, Idaho, Minnesota and Virginia.

YOUR OWN COMPANY FIRST THEN

THE  
**MANUFACTURERS**  
INSURANCE **LIFE** COMPANY

Profes  
Welfa  
(C  
er, New  
E. Segal  
consulta  
P. Garo  
National  
Leonard  
Auto V  
pension  
Expla  
Informa  
said the  
families  
the hom  
came to  
surgical  
pital ser  
only 28  
spent a  
cents of  
15 cents  
The n  
of medic  
care of  
spread  
including  
comes,  
sido or  
medical  
he said,  
the large  
roll tax  
said.  
Mr. Ti  
in the n  
sion plan  
taining r  
in indus  
funds a  
There m  
individua  
verted i  
assure co  
ploys w  
not be a  
Mr. Ti  
lems aris  
contribut  
mined by  
plan, var  
to a grea  
on chang  
ment and  
A part  
lem, he  
earned in  
wages or  
based on  
are met  
ording to  
Another  
conservat  
tions wit  
can be us  
Eligibili  
plans may  
from thos  
the emplo  
ing frequ  
the other,  
trades, pr  
a long pe  
fore man  
ship in th  
service cre  
of the pr  
the Taft-  
credits ar  
the basis  
the contri  
In spite  
British he  
is so popu  
the nation  
it. That t  
more cost  
she showe  
set for the  
pounds; b  
400 million



## Professor Assails Private Welfare Retirement Plan

(CONTINUED FROM PAGE 1)

er, New York City attorney, Martin E. Segal, group welfare and pension consultant of New York City, Esmond P. Gardner, vice-president of Chase National Bank of New York City, Leonard Lesser, attorney for United Auto Workers-CIO of Detroit, and pension consultant of New York City.

Explaining a survey made by Health Information Foundation, Dr. Anderson said the aggregate of small charges families pay for medical services—at the home or the physician's office—came to more than the average surgical costs of the nation. All hospital services and surgery account for only 28 cents of the medical dollar spent annually. Dentistry takes 16 cents of the medical dollar and drugs 15 cents.

The need is definitely for some sort of medical insurance which would take care of these out-of-hospital costs. To spread such coverage to all people, including those with low or no incomes, would take government subsidy or employer contributions. Major medical plans will not take care of it, he said, for they are designed to pay the large medical costs. A 4½% payroll tax would finance the plan, he said.

Mr. Tilove predicted a great increase in the number of industry-wide pension plans, stemming from the continuing negotiation of pension benefits in industries and trades where such funds are particularly appropriate. There may even be instances where individual company plans will be converted into industry-wide plans to assure continuity of coverage for employees who change jobs, but it will not be a major trend, he said.

Mr. Tilove said that actuarial problems arising in multi-employer pension contributions, instead of being determined by the needs of a given benefit plan, vary independently and fluctuate to a greater or lesser degree depending on changes in the amount of employment and wage levels.

A part of the solution to this problem, he said, is to tie the benefits earned into the amount of work or wages on which the contribution is based only if certain work minimums are met or benefits are graduated according to the amount of employment. Another part is to base the plan on a conservative view of future contributions with surplus accruing until it can be used to improve the plan.

Eligibility rules of industry-wide plans may involve different problems from those of a single company. Where the employment pattern involves shifting frequently from one employer to the other, as in many of the building trades, proof of past employment over a long period may be difficult. Therefore many plans recognize membership in the union as a basis for past service credits. This raises the question of the procedure's compatibility with the Taft-Hartley law. Future service credits are generally accumulated on the basis of employment with any of the contributing employers.

In spite of the high costs of the British health plan, Mrs. Cole said it is so popular that no government of the nation will ever risk abandoning it. That the plan has proved to be more costly than originally believed she showed by citing the first amount set for the annual cost was 132 million pounds; by 1951 the cost had risen to 400 million pounds and estimates for

1954 are 430 million pounds, or \$1,204,000,000. However, she said, that figure broken down among the population of England and Wales (Scotland has a separate plan) is about 50 cents a week per person.

There is a need for more dentists, doctors, nurses, health centers, dietary research, geriatric research and hospitals, she said.

## Mutual Fund Will Insure Buyer on Mandatory Basis

(CONTINUED FROM PAGE 1)

ers have held that fund salesmen selling plans with optional coverage are acting as insurance agents and must be licensed.

The Axe-Houghton shares will be sold by regular securities dealers and also by sales organizations, such as Investors Planning Corp. of New York, that sell fund shares through sales crews.

The premium is \$1 a month per \$1,000 of outstanding balance. There is also a fee to Irving Trust Co. of New York of \$1 per payment, whether monthly, quarterly or annual. This covers the cost of making remittances to Prudential, to the dealer for his commission, and to the fund. Plans can range in amount from \$3,000 to \$10,000, spread over 120 months. A smaller plan can be increased, up to the permissible maximum, at any time, if the investor is still 55 or less and actively at work.

If the buyer defaults in a payment Axe Securities Corp. will keep the insurance in force for three months.

The spread of group-insured mutual fund plans got attention from the National Assn. of Life Underwriters at its recent midyear meeting where the national council adopted a resolution to the effect that NALU would seek legislation prohibiting the sale of decreasing group term insurance in connection with the sale of installment savings and investment plans on the ground that such insurance might give the impression that NALU approves these investments, which are wholly different in character from life insurance.

## Simpkins, Albert Head Washington Nat'l Agencies

Washington National has named as general agents Charles H. Simpkins at Cedar Rapids, Ia., and Samuel L. Albert at Boston.

Mr. Simpkins entered insurance in 1951 with Bankers Life of Iowa, later becoming an agent for National Life of Vermont at Storm Lake, Ia.

Mr. Albert, with Connecticut General Life since 1938, first as an agent and later as assistant manager at Boston, is a former president of Boston Life Supervisors Club.

## Expand W. E. York's Duties

North American Accident of Chicago has appointed Walter E. York life general agent at Richmond, Ind. He has represented the company for A&H lines since 1949. He is a former Richmond general agent for Midland Mutual Life.

## Radcliffe Joins Becker Agency

William Radcliffe, who has been supervisor at Penn Mutual's Rasmussen agency in Newark, N. J., has been appointed manager of the life department of the Becker general insurance agency there.

• The Kansas City branch of Business Men's Assurance, managed by H. H. Mais, has moved to the new Continental Oil building at 301 East 51st street. An open house will be held later this month.



# Beneficial THOUGHTS

YOU . . . the agent — are a most important ingredient in the life insurance you sell. The policies you write are probably similar in many respects to those sold by hundreds of other reputable companies because all provide for the same basic needs. But only you can offer your services . . . your friendship and your willingness to advise, help and follow-through. Yes, you, the agent, are a most important ingredient in the life insurance you sell

## BENEFICIAL LIFE

Insurance  Company

David O. McKay, Pres.

Salt Lake City - Utah

BEHIND YOUR LIBERTY NATIONAL  
AGENT

INSURANCE IN FORCE  
\$879,940,036

TOTAL RESOURCES  
\$143,625,443.04

Liberty National field representatives are carefully trained to survey the needs of their insurance clients and are in a position to make available the many forms of protection offered by the Company. To them and their associates must go the credit for an outstanding achievement in 1953 — an increase of \$57,401,784 in insurance protection in force to a new high of \$879,940,036!

## LIBERTY NATIONAL LIFE INSURANCE COMPANY

BIRMINGHAM, ALABAMA  
FRANK P. SAMFORD, PRESIDENT



## Philadelphia in Race for NALU Headquarters Site

(CONTINUED FROM PAGE 1)

the Association has every right to be proud."

Citing the advantages of Philadelphia, the letter states the city "is approximately midway between New York and Washington. With better than hourly train service to and from each, it combines the advantages of both without the disadvantages of either. An airport but a few minutes from the city's center gives ready access to all parts of the country. The area offers an excellent personnel market and the best of living conditions at reasonable costs in convenient localities.

"We are hoping that after due study, you may designate Philadelphia as your association's first choice on the ballot enclosed with National President Gilmore's letter of April 8. A preponderant majority in our favor would be conclusive, of course. In any event, it is to be hoped the vote will convince everyone that repeated at-

tempts at selection should not be limited to a choice of the same three cities repeatedly prescribed by the same location committee. Such restriction precludes the unanimity of whole-hearted support essential to the complete success of our building project and, to repeat a previously made statement (in the letter), promises only the least undesirable of three unwanted locations."

## Shenandoah Sues Jordan on Failure to Renew License

WASHINGTON—Shenandoah Life has brought suit in district court here against Superintendent Jordan to compel him to issue certificate of authority and license to the company, its agents and solicitors to engage in life insurance business in the District of Columbia. The suit contends that Shenandoah complied with D. C. law from Dec. 1, 1922, through April 30, 1954, and was licensed annually, that all licenses expired April 30, but were not renewed, although the company says application was made for renewal for the year following, that its agents have complied with the law and that two

general agents and a number of solicitors are legally qualified for license.

Within less than 30 days before suit was filed, Jordan refused to renew license, the complaint states, alleging he has no right to refuse license and that he violated his duty and the rights of the company. Neither Jordan nor his office would comment why he refused to renew company license, but Joseph J. Smith, attorney for Shenandoah, said there is a difference in viewpoint between the company and Jordan regarding interpretation of a section of the D. C. life insurance act, and a court decision on the meaning of the section is wanted.

It is understood that the question involves the question of whether associations of government employees covered under Shenandoah group policies are eligible for group underwriting under the D. C. law.

## American Guaranty Solvent, Court Finds

PORTLAND, ORE.—Circuit Judge Bain has found that American Guaranty Life is solvent and denied a petition of Commissioner Taylor to take possession of the company's business.

Mr. Taylor had charged the company failed to comply with insurance code regulations.

Holding the commissioner failed to prove allegations of insolvency and that officers made fraudulent representations to him in regard to the making of loans, Judge Bain found only one loan had been made to a director, that this has been repaid, and that no loss on any loan has resulted.

The court said facts showed officers have not strictly complied with all code regulations, but since their attention has been called to the matter they now are complying.

## Nyquist Chicago Manager for Jefferson Standard

C. E. Nyquist has been appointed manager for Jefferson Standard Life at Chicago, with offices in the Board of Trade building. A 16-year insurance veteran, Mr. Nyquist most recently has been a brokerage manager at Chicago for Lincoln National Life.

## LAA's Southern Unit Meet Marks 25th Year

(CONTINUED FROM PAGE 3)

office paper weekly rather than monthly.

Mr. Marsh displayed and demonstrated the effectiveness of the Jefferson Standard's "Planned Protection Service Programming Manual," a carefully devised visual sales kit. He described it as a sales tool that gives the new agent confidence and enables the agent to personalize his presentation.

Mr. Richardson displayed Life of Georgia's new newspaper advertising featuring the social security approach. Mr. Sexton gave his concept of a public relations department and the final session was concluded with the resolutions committee report of Mr. Fleming, couched in the incomparable and inimitable phrases always employed by him.

Howard J. Burrage, president of the National Underwriter Co., was the speaker at the farewell luncheon at which a special resolution was adopted honoring C. S. Smith, formerly of National Life & Accident; Bart Leifer, formerly Provident Life & Accident, both of whom were in attendance and Mr. Fleming, all of whom were important in the formation of Southern Round Table and its operations in its early days.

## FRATERNALS

### Proclaims June 13-19 as Fraternal Week

Lendon A. Knight, general attorney of Royal Neighbors, as president of National Fraternal Congress has proclaimed June 13-19 as fraternal week. He has urged all state congresses and the various societies to plan programs in accordance with suggestions made by the fraternal week committee of NFC.

One of the traditional highlights of fraternal week activities is the observance of National Flag Day, June 14.

### Equitable Reserve to Hold Quadrennial Rally in June

Equitable Reserve Assn. will hold its quadrennial convention at the Pfister hotel, Milwaukee, June 24-26.

Meetings of five state organizations are scheduled during May. The lower Michigan group will meet at Lansing May 18, Illinois at Rockford May 20, southern Wisconsin at Oshkosh May 22, Minnesota at Minneapolis May 24 and northern Wisconsin-upper Michigan at Wausau May 26.

### Gille N. J. General Agent for Lutheran Brotherhood

Merrill C. Gille has been appointed New Jersey general agent for Lutheran Brotherhood. He will have headquarters at Teaneck. Starting with the organization as an agent in 1949, Mr. Gille has been a member of the President's Club, honor production organization, since it was organized in 1952.

### Emig Now General Agent for Aid Assn., Lutherans

Walter M. Emig, with Aid Association for Lutherans since 1939, has been appointed general agent of a newly created agency comprising the northern portion of Milwaukee County and several adjoining counties.

### Four Veterans Are Honored

Four home office employees of Protected Home Circle who have records of more than 40 years' service were honored at a luncheon. Those honored and their lengths of service were Miss Katie Mitchell, 55 years; Miss Jessie Cameron, 48 years; L. D. Lininger, secretary, 45 years, and Miss May Clarke, 41 years. Plaques were awarded them by President Joseph Spencer.

The Presidents \$100,000 Club of Protected Home Circle is holding its meeting at Sharon, Pa., May 14.

### Has New Home Office Publication

Shavings is the name of a new monthly publication devoted to the activity and interests of the home office personnel of Woodmen of the World, Omaha. Editor is Miss Edna Earle Smith, with W.O.W. for 12 years.

MRS. FRANCES BUELL OLSON, long a national leader in fraternal insurance, died at St. Paul, Minn. She was 84. Mrs. Olson gave up school teaching when a young woman to enter insurance and in 1908 she was elected president of Degree of Honor Protective, which grew from a small social auxiliary of a men's organization to one of the large women's fraternal insurance organizations. Under her leadership it grew to a membership of 125,000 with assets of \$28 million. Mrs. Olson continued as president until 1953 when she was made chairman.



the 1954  
Biennial Convention

held in New Orleans during the last week of April was a reunion of qualified field representatives from all parts of Company territory. It was a time of planning, instruction and review, held in an atmosphere wherein friendliness and common interests added to the pleasures and benefits of all who were present.



FOUNDED  
IN 1867  
IN  
DES MOINES

KEYED FOR  
CAREER LIFE  
UNDERWRITERS

EQUITABLE LIFE INSURANCE  
COMPANY OF IOWA

## Lower Living

Harry York, president derwrote in Water hand for Rolan Mutual, president Mutual treasure Society, western Art Hoc port, rep year term the an outstand leadership tion off Des Mol

## Gutman for N.

Harry York, h dent of writers nations Home Anshell, Arthur member er, New tions. T Raymon Nomi year ter on Cen Metrop Massach ler, Gu Jr., Ne Model, Pitman, Ezbon for tw Union Equitab term, J

## Minneapolis Name

The writers Equitab ident; K vice-pr chester St. Pau

## Special Parle

The annual Underw Follow Shivers gress th Leaders T. Earl nati; F and dir of Litt rector versity Also leaders local c schedul Robert Life, E NALU, The



# NEWS OF LIFE ASSOCIATIONS

## Iowa Assn. Elects Livingston President

Harry Livingston of Mutual of New York at Marshalltown was elected president of Iowa Assn. of Life Underwriters at the annual convention in Waterloo. More than 250 were on hand for the sales congress.

Roland K. Manbeck, Massachusetts Mutual, Des Moines, was elected vice-president; George Aikin, Provident Mutual Life, Davenport, secretary-treasurer, and C. R. Johnson, Equitable Society, Spencer, Fee Chew, Northwestern Mutual, Council Bluffs, and Art Hoepner, Guardian Life, Davenport, regional vice-presidents for two-year terms.

The Marshalltown association won the annual achievement award for outstanding services. The annual state leadership training school for association officers will be held June 28 at Des Moines.

## Gutmann Nominated for N. Y. City President

Harry K. Gutmann, Mutual of New York, has been nominated for president of New York City Life Underwriters Assn. Vice-presidential nominations include Harold A. Loewenheim, Home Life, administrative; Charles Anchell, New York Life, educational; Arthur L. Sullivan, Fidelity Mutual, membership, and Andrew F. Kinbacher, New England Mutual, public relations. The nominee for treasurer is Raymond F. Thorne, Berkshire Life.

Nominated as directors for three-year terms are Charles N. Barton, Union Central; Edward G. Cunningham, Metropolitan; Robert I. Curran, Jr., Massachusetts Mutual; Ascher M. Heller, Guardian Life; Joseph J. Melly, Jr., New England Mutual; Sidney C. Model, Massachusetts Mutual; John H. Pitman, Connecticut General; and J. Ezbon Stover, Northwestern Mutual; for two-year terms, Arnold Siegel, Union Mutual and Vera Sundelson, Equitable Society; and for a one-year term, John W. Bratton, Travelers.

## Minnesota Life Agents

### Name Andersen President

The Minnesota Assn. of Life Underwriters has elected Sabel Andersen, Equitable of Iowa, Minneapolis, president; Kenneth C. Hathaway, St. Cloud, vice-president; Loren Frankson, Rochester, secretary, and Carl E. Ernst, St. Paul, treasurer.

## Speakers Announced for Parley of Texas Life Agents

The card has been lined up for the annual meeting of Texas Assn. of Life Underwriters at Austin June 24-26. Following a welcome by Governor Shivers, speakers at the sales congress the first day, sponsored by Texas Leaders Round Table, will be William T. Earls, Mutual Benefit Life, Cincinnati; Frank Whitbeck, vice-president and director of agencies of Union Life of Little Rock, and A. R. Jaqua, director of the Southern Methodist University institute.

Also the first day will be held the leadership training school for new local officers. Business sessions are scheduled for the second day when Robert C. Gilmore, Mutual Benefit Life, Bridgeport, Conn., president of NALU, will speak.

The CLU breakfast will be held

June 26, with Mr. Earls as speaker. The General Agents & Managers Conference also will meet that day, the speakers being E. Dale Shepherd, Jr., Connecticut Mutual Life, Houston; C. E. Gaines, vice-president and director of agencies of Great National Life, and B. N. Woodson, president of American General Life.

## Colorado Sales Congress Draws Good Attendance

There was a good turn-out for the annual sales congress at Denver sponsored by Colorado Assn. of Life Underwriters.

Speakers were D. Bobb Slattery, vice-president Penn Mutual, on "Importance of Mental Attitude"; Mort Buckley, general agent New England Mutual, on his methods of selling; Eugene Thore, general counsel Life Insurance Assn., "Tips on the New Tax Bill," and John Yates, general agent Massachusetts Mutual Life, "Minding the Gap."

Speakers for the General Agents & Managers Conference program were Messrs. Slattery and Yates, after which there was a forum discussion.

## Wis.-Mich. Assn. Names Frank Salp President

Upper Wisconsin-Michigan Assn. of Life Underwriters has elected Frank J. Salp of Bankers Life of Iowa, Stephenson, Mich., president; James L'Heureux, Menominee, Mich., vice-president; Stanley E. Olson, New York Life, secretary-treasurer and Glenn Johnson, Aetna Life, national committee-man, both of Marinette, Wis., and L. P. Adams, state director. At the meeting, plans for an LUTC educational course to be sponsored by the association were discussed. Roy C. Nygren, Business Men's Assurance, Marinette, retiring president, explained the program of the annual convention and sales congress of the Wisconsin association to be held in Madison May 20-21.

## Program Is Set for Wisconsin Agents Meet

The agenda has been readied for the annual meeting and sales congress of Wisconsin Assn. of Life Underwriters at Madison May 21. Parts of the program are being staged in cooperation with the University of Wisconsin school of commerce.

Congress speakers are Donald Barnes, Institute of Life Insurance; Robert E. Shay, superintendent of agencies for Bankers Life of Iowa; O. Alfred Granum, Northwestern Mutual, Amery, Wis., and Grant Taggart, California-Western States Life, Cowley, Wyo.

The association will hold its business meeting May 20 as will Wisconsin Assn. of Life Managers & General Agents. At the latter meeting James R. Martin, superintendent of agencies for Massachusetts Mutual, will speak.

Marshalltown, Ia.—Hugh O. Chitwood, general agent for Monarch Life at Des Moines, spoke on "Ability Plus Proper Frame of Mind Equals Success." Washington, D. C., received a majority vote as the site for the new NALU home office.

Elkhart, Ind.—Thirteen agents completed a 25-week advanced life underwriting course which was instructed by Elmer E. Lehman of Goshen, president of the Elkhart County Association. Another class will be organized next year.

Logansport, Ind.—Thirty association members cooperated in a 4 inch x 10 inch display advertisement promoting life protection for mortgage holders.

Toledo—John A. Hill, Aetna Life, spoke on building individual incentive.

## Bankers L&C. Agent Says He Was Lured into Ga.

B. M. Brown, Chattanooga agent for Bankers Life & Casualty, testified in his \$125,000 false arrest and malicious prosecution suit against Georgia Insurance Commissioner Cravey and Special Investigator T. S. Littlefield that the latter tricked him into going across the Georgia state line from Tennessee to sell a policy illegally.

In the latest of a series of court fights emanating from Cravey's revocation of Bankers' license to do business in Georgia, Mr. Brown charged that Littlefield lured him across the state line with a telephone call, used a fictitious name so he could procure a policy from the agent, then disclosed his true identity and placed him under arrest. Mr. Brown further stated he did not know he had crossed into Georgia until Littlefield told him to drive to Rossville to be placed under a misdemeanor bond.

## S. C. Wins Right to Ban 'Dividend' Certificates

COLUMBIA, S. C.—Circuit Judge Brailsford has dissolved the temporary restraining order he had issued against Commissioner Murphy's ruling that Guaranty Savings Life of Alabama

may not sell its profit-sharing certificate policy in South Carolina. Murphy says the profit-sharing certificates are illegal, particularly the provision promising to the policyholder a dividend not less than the amount paid by the company in dividends on each share of common stock. He said that the policies, sold to selected risks, discriminate against other policyholders.

## Josephs Heads FHA Industry Advisory Group

Devereux Josephs, president of New York Life, has been appointed head of an industry advisory committee to FHA. Also on the committee is L. Douglas Meredith, executive vice-president of National Life of Vermont.

The committee will join forces with another newly-appointed FHA unit, the consumers' interest committee, in offering the housing group suggestions for improvement. Organization of the committees followed a request by Sen. Capehart, whose banking committee is investigating federal housing programs and FHA scandals.

## Nat'l Union Appoints Westmark

National Union Life has appointed Robert C. Westmark director of industrial agencies.

# TOP AWARDS

At the annual meeting of the State Mutual General Agents' Association, held this year at the Flamingo Hotel, Miami Beach, two awards were given to recognize exceptional agency achievement for the year 1953.

## THE PRESIDENT'S CUP

was awarded to the

BENJAMIN W. AYRES AGENCY

Worcester

for having the best over-all record in sound agency management, reflecting the high average of successful career associates and the excellent quality of their business.

CINCINNATI

RUNNERS-UP

PITTSBURGH



## THE AGENCY BUILDERS AWARD

was won by the

BERNARD S. ROSEN AGENCY

Denver

for its outstanding accomplishment in recruiting, training and supervising of career underwriters. This is the second consecutive year that this honor has been received by Mr. Rosen and his associates since the agency was established in 1951.

RUNNERS-UP

MINNEAPOLIS

WORCESTER

STATE MUTUAL LIFE  
Assurance Company  
OF WORCESTER, MASSACHUSETTS

## George Byrnes to N. Y. as Huppeler Moves to Home Office Post

BOSTON—Lambert M. Huppeler will assume full-time duties as vice-president at the New England Mutual home office May 15, at which time George B. Byrnes will succeed him as general agent at New York City.

Mr. Huppeler's selection as vice-president was announced some months ago. Mr. Byrnes has been an agent of



L. M. Huppeler



George Byrnes

Equitable Society at Pasadena. He joined the company at Albuquerque and after that was district manager at Phoenix.

Mr. Huppeler has been in the insurance business since 1932. After working in Syracuse and Binghamton, N.Y., he joined the Massachusetts Mutual home office staff in 1938. He became assistant director of agencies in 1941 and superintendent of agencies in 1947, gaining wide recognition as a business insurance and pension trust expert. He took over the New England Mutual New York City agency formerly headed by the late C. P. Dawson in 1948. He is a life and qualifying member of the 1954 Million Dollar Round Table and is a CLU. He has served as vice-president of the New York City Life Managers Assn.

Mr. Byrnes is president of the Los Angeles Life Insurance and Trust Council. He is a CLU. He is vice-chairman of the Million Dollar Round Table and chairman of its program committee. He has just resigned as 1st vice-president of the Pasadena Chamber of Commerce.

## Pru Names Vivers to Head Mass. Group Headquarters

Prudential has named Robert P. Vivers to head its new Springfield, Mass., headquarters that will supervise group insurance and group pension activities throughout western Massachusetts and Connecticut. Besides assisting the company's field force and brokers in the development and sale of group coverages, the office will service group coverages held by mercantile and manufacturing concerns in the territory.

Mr. Vivers, who has been in group sales in Canada since 1951, joined the company in 1947 at Newark and transferred to Canada in 1950.

## Prov. Mutual to Launch Regionals in South Carolina

The first 1954 regional meeting of Provident Mutual has been set for May 17-20 at Myrtle Beach, S. C. Agency Vice-president James H. Cowles will preside at the opening dinner and welcome delegates, and the rest of the program will consist of these panelists and topics:

"Simple Programming in Action", John T. Wilver, assistant manager of agencies, moderator, and Richard L. Wohlman, Philadelphia; Richard T. Larkins, Greensboro, S. C.; G. Roger

Holt, Philadelphia, and John E. Gronseth, Knoxville.

"A.S. Selling Today", Everett D. Armantrout, director of sales research, moderator, and Trevor C. Lewis, Baltimore; James M. Winge, Atlanta; William S. Mason, Philadelphia, and James F. Sutor, Philadelphia.

"Sales Ideas at Work", E. Roy Hofmann, associate manager of agencies, moderator, and Russell C. Crowell, Greensboro; Robert F. Weaver, Reading; Ralph P. Lutz, Baltimore, and Thomas F. Irwin, Philadelphia.

Other regionals this year will be at Evergreen, Colo., June 28-July 1; Coronado, Colo., July 7-10, and Lake Placid, N. Y., Sept. 8-11.

## Chicago Claim Men Name Stange New President

Chicago Claim Assn. elected J. Clifford Stange of Travelers president. He succeeds Otto Elder of American Service Bureau.

Other officers are Clyde D. Zimmerman, Continental Assurance, vice-president; Charles Strezo, secretary (re-elected) and Harry W. Hoffman, assistant secretary, both of Sterling; Kathryn A. Larson, treasurer (re-elected) and Everett V. Moburg, assistant treasurer, both of United.

Dr. Clifton L. Reeder, medical director of Continental Assurance, was the speaker. The association's golf outing will be held June 9 at St. Andrews Country Club.

## Pru Promotes Thaler to Associate Actuary

Prudential has promoted Alan M. Thaler from assistant actuary to associate actuary. He will have major responsibilities for group underwriting activities under the direct supervision of Vice-president E. M. Neumann. Associate Actuary E. L. Bartleson will assume the additional responsibilities of general manager of the sickness and accident department, the post which Mr. Thaler has held since 1951. Mr. Thaler joined the company in 1928 and was at the western home office at Los Angeles 1948-50.

## Biesel State Mutual's San Francisco Manager

State Mutual Life has named Charles H. Biesel manager at San Francisco. A veteran of the first world war, he has been in insurance since 1932, most recently as manager of the life department of the Swett & Crawford general insurance agency at San Francisco, which represents Union Mutual Life. He is immediate past president of the San Francisco CLU chapter, a former director of the American society of CLU, secretary of San Francisco General Agents & Managers Assn., and vice-president of the local life underwriters association.

## Berkshire Home Office Honors Chairman Amber

Berkshire Life's home office organization honored newly-elected Chairman Harrison L. Amber on the occasion of his taking office. V. E. Alcombright, president of the BLICO club, presented a leather-bound book to him in which employees had inscribed their names. Floral pieces decorated the offices of Mr. Amber and W. Rankin Furey, new president, on the first day in their new positions.

## Adds Life Department

The Sloan & Irvine agency of Chattanooga has added a life department, headed by J. B. Irvine, Jr., who has been a general agent of National Life of Vermont since 1946 and will continue in that capacity. He is a CLU, a life and qualifying member of the Million Dollar Round Table, and a past president of the Chattanooga Life Underwriters Assn.

## Boston, Hartford Actuaries Plan Joint Meet May 21

Actuaries Clubs of Boston and Hartford will hold their annual joint meeting May 21 at Sturbridge, Mass.

Speaker at the banquet will be Richard C. Guest, Massachusetts Mutual, president of Society of Actuaries. Remarks also will be made by James Blake, retired agency officer of Massachusetts Mutual.

Two discussions sessions are scheduled, one on ordinary coverages with Milton J. Wood, Travelers, chairman, and the other on group, to be moderated by Edward A. Green, John Hancock Mutual.

## Would Link Reinsurance, Medical-Mortgage Bills

Chairman Wolverton of the House commerce committee is gathering testimony to support his belief that his bill to provide government mortgage loan insurance for medical facilities should be combined with the administration's reinsurance bill in "a genuinely constructive approach to the important elements of the total health problem."

Organizations supporting the combination plan include AFL and Health Insurance Plan for Greater New York. Opposing it are American Medical Assn., some insurance companies and National Assn. of Insurance Commissioners. Mr. Wolverton's views were expressed at one point in the recent hearings, when he said, "Something must be done, some time, some place, by somebody."

## Holladay to New Orleans, Harper Macon Manager

Jefferson Standard has appointed Joseph E. Holladay manager at New Orleans, succeeding Glenn R. Harper, who is being transferred to Macon, Ga. Mr. Harper succeeds I. H. Gantt, who is retiring.

Mr. Holladay joined Equitable Society in 1946 after navy service and has been assistant manager at New Orleans.

## Bankers, Iowa, Names Maxham Denver Manager

Floyd L. Maxham has been named manager at Denver for Bankers Life of Iowa, succeeding Fred Karnes who resigned to enter another business.

Mr. Maxham has been field supervisor in the western district since 1951. He joined Bankers in 1948. A navy veteran, he was an All-American football player at St. Mary's college.

## Josephs to Talk on TV

Devereux C. Josephs, chairman of New York Life, will be interviewed on "Better Living Television Theatre" May 19 at 10:30 EDT over the Du Mont network. The program, dedicated to the presentation of the role of life insurance in building the nation's economic strength, will also feature New York Life's film, "From Every Mountain."

## Jefferson National Skein Intact

Jefferson National Life had its third best month in April, submitted volume being 79% ahead of that for the same month last year. It was the 16th consecutive month new life sales topped the volume produced during the corresponding month of the preceding year. Sales for the first four months of the year are ahead of the same 1953 period by more than 70%.

A special "partners-in-progress" campaign is being held this month commemorating Jefferson National's 15th anniversary.

## Big Spring Local Agent Is Now Texas Fire Commissioner

Mark Wentz, local agent at Big Spring, has been appointed Texas fire insurance commissioner by Governor Shivers to serve the remainder of the term of the late Paul H. Brown. Mr. Wentz will be in office until Feb. 10, 1955.

The new Texas fire commissioner is 57 years old. He is a native of Ogden, Ia., and graduated from Kansas State Agricultural College. He was in the oil business in Texas and later had an automobile agency and an investment business before becoming an agent in 1940. He has operated his own agency since 1942, and presently represents American Casualty, California, Camden, all companies in the General of Seattle group, Hanover, Houston Fire & Casualty, Ins. Co. of Texas, Massachusetts Bonding, Mercury, New Amsterdam Casualty, St. Louis-Washington Underwriters, Texas Casualty and Utah Home Fire. His son, Frank, is associated with him in the agency.

## New York City Supervisors Elect Eichengreen President

New York City Life Supervisors Assn. has elected E. B. Eichengreen, Prudential, president, succeeding A. W. Eisen, National Life of Vermont, Joseph Orshan, Equitable Society, 1st vice-president, Earle Y. Duncanson, Connecticut General, 2nd vice-president, and Herbert Frankfort, Berkshire Life, secretary-treasurer.

## Elect Florer Chairman

Aetna Life's general agents advisory council, comprised of eight general agents who won the president's trophy for 1953, elected Herbert W. Florer, Boston, chairman at a meeting at the home office in Hartford. Mr. Florer succeeds O. A. Krebs, New York City. G. Albert Lawton, New Haven, was elected secretary, succeeding Samuel G. Carson, Toledo.

The council meets annually with President Morgan B. Brainard and other executives in a series of conferences on agency management and sales policies.

Other general agents attending the meeting were Gilbert V. Austin, Brooklyn, W. T. Craig, Los Angeles, W. Lewis Harrison, Cincinnati, J. E. Holt, Houston, F. E. McMahon, Detroit, and W. J. Schergens, Shreveport.

## Plan Life Company in Ga.

MACON, GA.—A new company, writing life, health, accident and hospitalization, is being formed here. James H. Whaley, at present manager here for Interstate Life & Accident, will head the organization, to be known as Security Life. The company will have an initial capital of \$100,000 with the right to increase its capital to \$500,000.

FREDERICK W. DARLING, 57, since 1930 manager at Cedar Rapids for Bankers Life of Iowa, died in a hospital there following a brief illness. A past president of Iowa Assn. of Life Underwriters, Mr. Darling entered insurance in 1923 as a supervisor for Bankers.

GEORGE H. BOND, 81, vice-president of Unity Life & Accident since 1937, died in Syracuse. A senior partner in the law firm of Bond, Schoenck & King, he was a past president of New York State Bar Assn.



exas  
ner

t at Big  
Texas fire  
Governor  
ler of the  
rown. Mr.  
Feb. 10,

ssioner is  
of Ogden,  
sas State  
in the oil  
r had an  
vestment  
agent in  
n agency  
represents  
ia, Cam-  
eneral of  
ston Fire  
s, Massa-  
New Am-  
Washing-  
uality and  
Frank, is  
gency.

isors  
sident

supervisors  
engreen,  
ing A. W.  
mont, Jo-  
society, 1st  
uncanson,  
ce-presi-  
Berkshire

advisory  
general  
nt's tro-  
W. Flor-  
eeting at  
Mr. Flor-  
ew York  
y Haven,  
ing Sam-

ly with  
ard and  
f confer-  
and sales

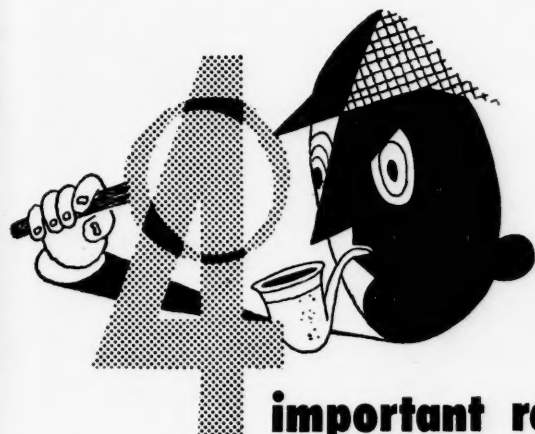
ding the  
Austin,  
Angeles,  
ti, J. E.  
on, De-  
eveport.

Ga.

company,  
and hos-  
d here  
manager  
accident,  
e known  
ny will  
000 with  
pital to

57, since  
ids for  
a hos-  
illness.  
of Life  
ered in-  
isor for

e-presi-  
at since  
or part-  
no neck  
dent of



## important reasons

**Pan-American Life Insurance Company**  
*field representatives are among  
the most successful in the industry!*

- ★ Advanced Training Procedure  
Including: Business Insurance, Pension Trust  
Group Insurance
- ★ Modern & Unexcelled Sales Aids
- ★ A Proven Direct Mail Plan
- ★ A Modern and Liberal Compensation Contract

### INCLUDING:

1. Group Life Insurance
2. Group Hospitalization for Representative and Family
3. Disability Benefits
4. Pension Plans

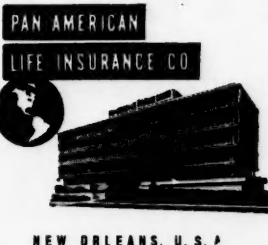
**ALL with no Expense to Representative**

For information address  
**CHARLES J. MESMAN**  
Superintendent of Agencies

**CRAWFORD H. ELLIS**  
President

**EDWARD G. SIMMONS**  
Executive Vice-President

**KENNETH D. HAMER**  
Vice-President & Agency Director



NEW ORLEANS, U. S. A

# Confidentially

*we're only  
second best*



*Cheerfully accepted among  
ourselves is the fact that,  
as a company, we'll never be  
better than second-best.*

First best? We'll never make it. We are  
too human to be perfect. But too stubborn  
ever to stop trying to be better.

Like to know how we feel about brokers  
and surplus writers? We'll gladly  
send you a copy of "Message to Brokers."  
Write for it today.

**293 Million-Dollar Producers  
Placed Some of Their Business  
Through CAC in 1953.**

# Continental Assurance Company

**Agency Department**  
SUITE 504  
310 SOUTH MICHIGAN AVENUE  
CHICAGO 4, ILLINOIS  
ONE OF THE CONTINENTAL COMPANIES, CHICAGO





## THE MAN FROM EQUITABLE TAKES A RAINY DAY IN STRIDE

He is covered by one of the finest over-all security programs in the insurance field today

*Insurance for the insurance man*—Equitable really believes in it!

Equitable offers its own people one of the best insurance and retirement programs.

The coverage available to Equitable representatives includes:

- group life insurance up to \$20,000
- accidental death insurance up to \$10,000 additional
- hospital expense insurance\*

- surgical expense insurance\*
- basic medical expense insurance\*
- major medical expense insurance\*
- and retirement benefits that start at 65

*\*for agent, wife and minor children*

More than six hundred Equitable representatives today receive retirement income. Many of them keep on selling and still draw benefits. Renewal commissions continue in every case.

A selling career with Equitable offers more

than a good living. The man from Equitable builds a lifetime of security—and his future gets brighter each year.

THE  
**EQUITABLE**

LIFE ASSURANCE SOCIETY OF THE U. S.

HOME OFFICE: 393 SEVENTH AVENUE, NEW YORK 1, N. Y.